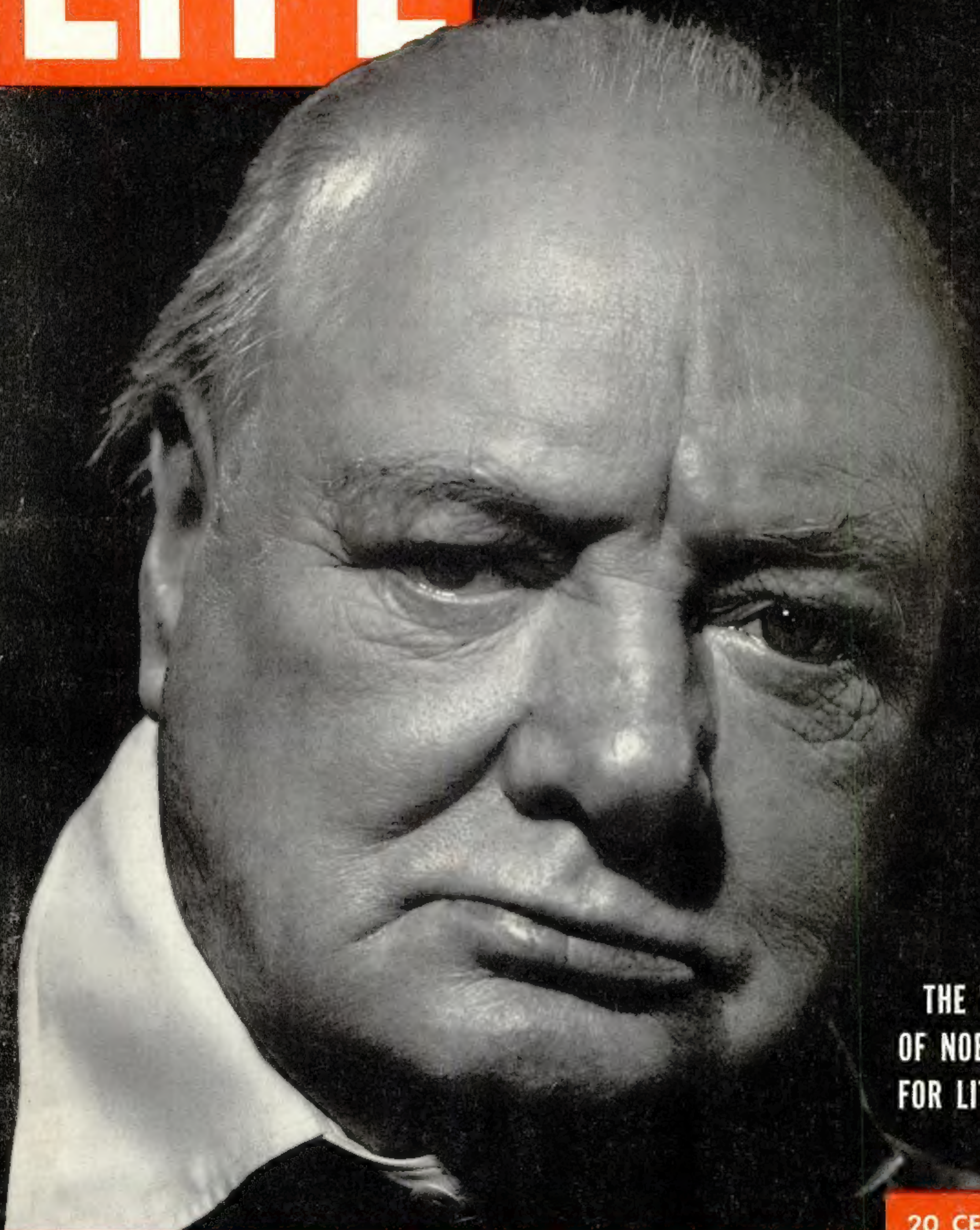


LIFE

CHURCHILL TELLS HOW
THE COLD WAR BEGAN



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20 CENTS

NOVEMBER 2, 1953



*Look for this label... it identifies
the finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

At All Stores—In Same Familiar Package!

Anti-Enzyme Ipana A/C with Prolonged Anti-Decay Action

Inhibits acid-producing enzymes not just for ½ hour, but for hour after hour!

For healthier,
sounder teeth through
years to come,
start your child with
anti-enzyme
IPANA A/C now.



Stops bad breath all day with Chlorophyll

The great news in the fight against tooth decay today is *anti-enzymes*.

And for months now, *every tube* of IPANA A/C Tooth Paste on sale everywhere has contained one of the most effective *anti-enzyme* ingredients known to science!

Yes, IPANA A/C has *prolonged* anti-decay action that protects your teeth from acid-producing bacterial enzymes long after brushing. Not just for ½ hour or less, but *for hour after hour!*

No other leading tooth paste has the clinically proved, ammoniated formula of new IPANA A/C. Also contains Chlorophyll to stop bad breath all day—yet is guaranteed not to leave green stains.



GUARANTEED NOT TO STAIN.

**25¢ TO
YOU**
for trying a tube!

ACCEPT THIS OFFER! Buy the economical giant (63¢) tube of anti-enzyme IPANA A/C. On sale everywhere in same familiar carton. Then send the empty carton, with your name and address, to IPANA A/C, Dept. AA-113, Box 100, New York 17, N.Y.

25¢ IN CASH will be promptly mailed to you. Offer expires Dec. 31, 1953. Limited one per family. (Offer good in continental limits of U.S.A. and Canada only.)

NOTE THIS VITAL DIFFERENCE IN TOOTH PASTES!



NOT CLINICALLY PROVED. Unless a dentifrice formula has *actually cut down cavities* in a controlled clinical test, it cannot offer you positive proof of protection against tooth decay. Your dentist knows the importance of such proof, and so should you.



CLINICALLY PROVED. Anti-enzyme IPANA A/C is the only leading tooth paste using the formula *positively proved to cut down cavities*—in a 2-year clinical test of 784 school children. This is a vitally important difference, so be sure you get IPANA A/C.

ALL IPANA A/C NOW ON SALE IS ANTI-ENZYME IPANA A/C

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

Reach for the jar with the stars on top!

A Product of General Foods

The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!





This photograph, taken recently, shows Angus Macdonald looking at the famous old painting, "The Spirit of Service," for which he posed after the great blizzard of 1888. Mr. Macdonald, now 88, has been retired on pension for many years.

Angus Macdonald Broke a Trail

Many telephone men and women have known the test of storm and fire and flood. One of the first was a young line-man named Angus Macdonald.

The year was 1888. The telephone was only twelve years old then, and Long Distance lines had just been placed in service between New York and Boston. Angus Macdonald was working on these lines when the great blizzard of '88 struck.

For three days and nights it snowed, piling drifts as high as houses, blocking roads, stalling trains. The wind and cold kept most folks inside their homes.

But Angus and other telephone men were out on snowshoes throughout the storm. Day and night they patrolled the lines, climbing poles and mending wires to keep the service going.

Out of their deeds was born a painting

and a name for the skill, courage and resourcefulness of telephone men and women. Angus Macdonald was asked to pose for this painting, "The Spirit of Service."

Today you will still see this picture in many telephone buildings. Today, too, you will still see the determination of telephone people, no matter what problems may arise, to get the message through.

BELL TELEPHONE SYSTEM



This One



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Another Engineering Miracle by Emerson!



NOW! A TV PICTURE SO CLEAR, SO SHARP
...you'll think you're at the movies!

EMERSON SPACE-SAVER 21-INCH MODELS!

The talk of the television world! The largest picture in the most compact cabinet ever built—and only Emerson gives it to you.

UNUSUAL FRINGE-AREA RECEPTION!

The Emerson Dynapower Chassis gets even "difficult" stations sharp and brilliant as a "movie" picture! It *blocks out* "ghosts," shadows... *all* of the usual television nuisances!

NEW EXCLUSIVE MIRACLE PICTURE LOCK...

Actually *locks-in* your picture, then holds it steady, *all the time!* And you get this perfect reception with just one twist of your wrist, thanks to Emerson's *one-knob* Simplimatic tuning!

READY NOW FOR UHF! BUILT-IN ANTENNA!

Yes, Emerson gives you *more* in performance, *more* in value... and gives you 44 distinctive models to choose from, priced as low as **\$149⁹⁵**

(includes state tax and warranty)



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EMERSON RADIO & PHONOGRAPH CORP., N. Y., U. S. A.

See Paul Winchell and Jerry Mahoney, stars of "The Paul Winchell Show," NBC-TV Sundays, 7:00 to 7:30 p.m., E.S.T. sponsored by Procter and Gamble.



THE SECRET!

Emerson's exclusive, revolutionary *side controls* make the Space-Saver Cabinet possible. ...

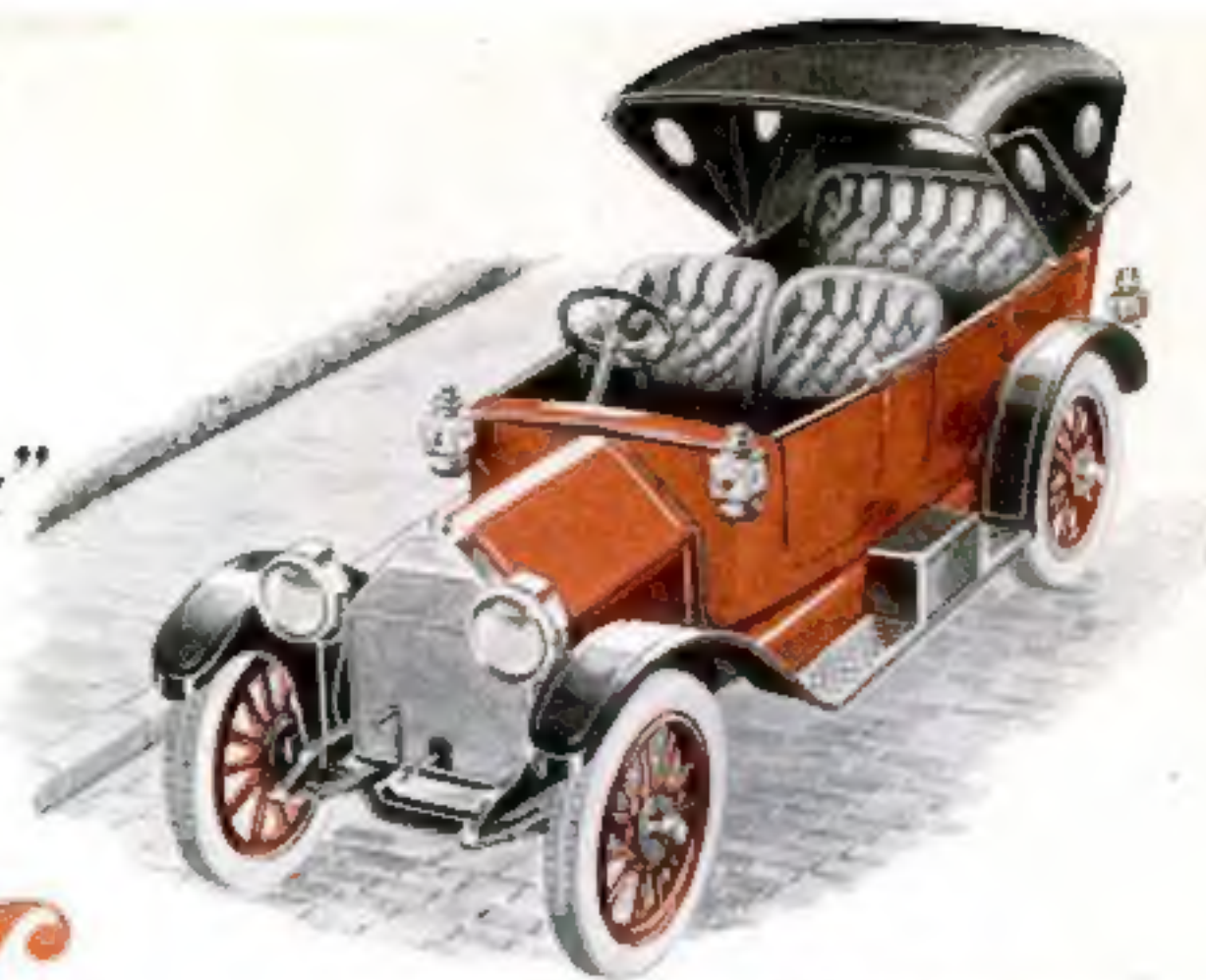
The front is all screen. A *full 21"* picture in the slimmest, trimmest cabinet ever built—*all* wood, in blonde, mahogany, other fine finishes.

America's Best Buy!
Over 14,000,000 satisfied owners



From OAKLAND "Victoria"

To Pontiac PARISIENNE



The Oakland Model "40" Victoria was a style leader of its day. Priced at \$1450, the top was extra. It had no windshield.



The experimental Parisienne stands only 56 inches high. Inside and out it is a designer's dream of how one "car of the future" might be styled and equipped.

ACs Have Been Factory Equipment On Nearly as Many New Cars as All Other Makes Combined

Two widely separated pages from the same style book—one of Pontiac's predecessors, the 1912 Oakland Victoria—and the proud Pontiac Parisienne—both sparked by AC.

CORALOX, AC's patented insulator, is the greatest spark plug development in 40 years—and one of the main reasons for AC's outstanding performance.

CORALOX resists, to a greater degree than any previous insulator, the formation of oxide and carbon deposits—the major causes of "short-

ing" and intermittent missing, which reduce engine efficiency. Elimination of these deposits can result in—

- AN INCREASE IN POWER OF AS MUCH AS 10%
- A GASOLINE SAVING OF AS MUCH AS ONE GALLON IN TEN

A new set of ACs will protect or improve the performance that was built into the car you are now driving. No matter what its make or model, there is an AC type, with patented **CORALOX** Insulator, specially engineered for its engine.



AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



Delight
your dog.

with **K**rispy, **K**runchy

Kliz DOG CANDY

The new treat even puppies can chew

The exciting taste of KLIZ "wows" dogs and cats of all ages! Made without sugar. Veterinarian-approved ingredients provide vitamins and energy that pets need, and the *special shape aids easy chewing. Feed KLIZ freely... your pet will love it—and you!



for cats and kittens, too!

ANOTHER FINE FRENCH'S PET PRODUCT

LETTERS TO THE EDITORS

HATING AMERICA

Sirs:

Permit me, a journalist who served the American press for 23 years in nearly as many countries in Europe, to express my admiration for Bruce Hutchison's report on "A Dangerous European Luxury: Hating America" (LIFE, Oct. 12). Both as straight reporting and as a psychological study it is an extraordinarily able and worthwhile contribution to international understanding.

S. MILES BOUTON

Jamestown, N.Y.

Sirs:

I want to congratulate you on having such a well written and informative article in LIFE as the one by Bruce Hutchison.

GERARD SWOPE

New York, N.Y.

Sirs:

... When we came home from Europe with the same views that Mr. Hutchison holds no one was willing to listen. We hope that a larger audience than we could muster will take his words to heart.

ELIZABETH DORSCHNER

Manitowoc, Wis.

Sirs:

Hating America may very well be a dangerous European luxury but the attitude is easily understood. We American soldiers who were in England during World War II behaved like nothing less than apes in the jungle. I take this opportunity to beg forgiveness from the English people.

LEWIS WILLIAMS

Philadelphia, Pa.

Sirs:

I spent four months of this year making a careful, thoughtful tour of 10 nations. I talked to editors, reporters, bankers, politicians and workers. I never saw or heard of a drunk American. All the Americans that I saw were good representatives of a great nation...

MOTON HOLT

Riverdale, Calif.

Sirs:

Are anti-Americanism and anti-Europeanism necessarily so dangerous? Within certain limits they might provide a healthy corrective. The Europeans have at last taken courage to speak out, and it's to be hoped that

we'll wind up with a compromise between many views...

The real danger is in too much uniformity.

HELEN BUGBEE

Chicago, Ill.

DIVING DIMAH

Sirs:

After reading Speaking of Pictures (LIFE, Oct. 12) I remembered that I had clipped this out of the *Herald Tribune*, thinking that it was a joke

A GIRL RIDER FOR HIGH DIVING HORSE

A full season's work starting immediately, no experience necessary but must weigh less than 120 lbs., be able to swim and dive. Should be attractive with plenty of nerve for 45-ft. dive astride trained horse into tank on Steel Pier, Atlantic City, N. J. \$100 per week to start. Opportunity to become circus headliner. Rush complete details. Lorena Carver, Steel Pier, Atlantic City, N. J.

I have always wondered what the results were, and now, thanks to your article, I have found out.

HARRY A. ROLNICK

Yonkers, N.Y.

REAL GONE GAL

Sirs:

We were surprised to learn that Rudolf Bing had to request a ranking member of the Metropolitan not to sing in nightclubs during the opera season ("Real Gone Gal Quite the Met," LIFE, Oct. 12). Respect for tradition should be enough to induce abstinence from any such activities...

If a professor of psychology indulged in hypnotic demonstrations in nightclubs just to improve his income, he would very likely be ostracized by his colleagues for disregarding professional ethics.

Nightclub salaries are out of proportion with services rendered. It offends our sense of values when a nightclub entertainer earns as much or more in a week than a college professor gets during a whole academic year...

WERNER C. MICHEL

National Association for the Opera
Chicago, Ill.

SHENANDOAH AUTUMN

Sirs:

The "Autumn in the Shenandoah" pictures (LIFE, Oct. 12) are touching... lovely! Photographer Eisenstaedt must have a soul.

JOANNE SPRAENGER

New York, N.Y.

RED OUTPOST

Sirs:

I have made a thorough study of conditions in present-day Guatemala and can honestly say your story, "The Red Outpost in Central America" (LIFE, Oct. 12), has done Guatemala justice...

WALTER GERSTEL


Berkeley, Calif.

Sirs:

Let me say as a former resident of Guatemala that Cornell Capa's photographs intimately show both sides of the coin: not only the process by which Communism is seeking to enslave Guatemala but the wretchedness of the peasants which has been an open invitation to Communism in Guatemala.

ELVIRA BEAUCHAMP DE CABRERA

New York, N.Y.

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CONTINUED ON PAGE 2



From light to dark—
or any shade in between!



Toast the way YOU want it...

with G.E.'s NEW truly automatic toaster!

Now you can be sure of perfect toast—done exactly the way you want it—with G.E.'s new, truly automatic toaster. This is the toaster with the simplest, most dependable automatic toasting mechanism ever developed!

This streamlined beauty features 6-position control, an extra-high toast lift and an extra-

large snap-out, snap-in crumb tray that you can clean in seconds or wash along with the dishes. (This is the *completely* cleanable tray!)

Pick out a dependable G-E Toaster at your General Electric dealer's. Buy it for yourself, or as a welcome gift. General Electric Co., Small Appliance Division, Bridgeport 2, Conn.

Only \$23⁹⁵

Manufacturer's recommended
retail or Fair Trade price.



You can put your confidence in—

GENERAL  ELECTRIC



6-POSITION CONTROL, a new, easy-to-use feature of this toaster. Just set it for any shade of toast you want. Then count on piece after piece being exactly alike.



EXTRA-HIGH TOAST LIFT brings small pieces of toast, frozen waffles, or even muffins well up out of the toaster. No more digging for toast—no more burned fingers!



In Dodge for 1954....

Famous B-W Overdrive!



Borg-Warner and Dodge, working together,
now make available in the newest Dodge motorcars the extra
gas economy and smoother ride of this advance-type transmission.

It is second nature for Dodge to seek improvements that mean more in money savings and riding comfort for its growing number of loyal and satisfied owners.

Now, Dodge joins with Borg-Warner in offering the special advantages of *B-W Overdrive*.

This is the remarkable transmission which helped Dodge outperform all other 8-cylinder cars in the recent Mobilgas Economy Run. B-W Overdrive automatically reduces engine revolutions 30% at cruising speeds. That means that when your speedometer reads 40 miles per hour, your engine is actually doing only 28. At 60, your engine speed is 42.

This way less gas is used and the decreased

wear assures your engine a longer life with fewer repairs. You get a smoother, more relaxing ride, too, because normal engine vibrations are reduced as much as one half.

B-W Overdrive is just one of the many Borg-Warner developments in the automotive field during the last 50 years. Today, 19 out of the 20 makes of cars include essential operating parts from Borg-Warner, such as clutches, automatic and standard transmissions, overdrives, universal joints, propeller shafts, radiators, and timing chains.

Each reflects the engineering and production skills that enable Borg-Warner to "design it better—make it better."



Extra ease for your pocketbook! Because B-W Overdrive enables your engine to "rest" as it runs, gas goes farther. And reduced engine speeds mean reduced engine wear, more miles of carefree peak performance. Your car stays young longer!



Extra ease and pleasure for you! B-W Overdrive gives quieter engine operation that makes every ride especially relaxing. And driving is easier—anywhere. In traffic, there's less shifting. You get more out of your car with B-W Overdrive.

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EVERY DAY FROM THE 185 PRODUCTS MADE BY**

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LETTERS TO THE EDITORS CONTINUED

DRILLING FOR STEAM

Sirs:
You might be interested in the possibilities for geothermal power in the U.S. ("Drilling for Steam," *LIFE*, Oct. 12). They are abundant. There are more than 1,000 hot spring sites in 21 states. In Yellowstone Park alone there are about 3,000 springs in 96 sites, including familiar Old Faithful. . . . Every one is a potential source of the kind of power being tapped in New Zealand.

ROY G. MILLER

Bayside, N.Y.

● The vast but remote thermic power resources of Yellowstone and other hot spring areas will probably remain untapped as long as coal and hydroelectric power continue to satisfy U.S. needs more economically.—ED.

RELIGIOUS HIT

Sirs:
I read about "Religious Hit" (*LIFE*, Oct. 12) with great interest.
If I were a prospective buyer of a TV set and were in doubt as to whether or not its purchase would be worthwhile, there would be no hesitancy if I once saw this program.

DONALD SIMKINS

Arlington, Va.

HOOKY FOR A RING

Sirs:
Your story about Alice Witt's engagement ring ("A Surprise Happy Ending for Alice," *LIFE*, Oct. 12) ends with a slur upon banks. In this situation you are in error. If there is any institution which requires and should require honesty and frankness in its employees, it is the bank. The "white lie" of today may be the small embezzlement of tomorrow.

WALTER E. NOLTE

The Nolte National Bank of Seguin
Seguin, Texas



SYNTHETIC RODEO

Sirs
From my snapshot collection comes this shot of cinema cowboy star Hoot Gibson riding a 1933 Palm Beach version of your bucking bronco ("LIFE



Goes to a Synthetic Rodeo in Texas," *LIFE*, Oct. 12). We used to string up a log painted with spots for a horse's body, and then we'd stick on a broom for the tail, and a stuffed pillow for the head. Here goes Hoot into the drink while his horse remains high and dry.

TONY BURKE

Palm Springs, Calif.

HOUSE BARGAINS

Sirs:
Credit where credit is due. Builders Earl Smith and J. L. Eichler & Sons had the intelligence to pay someone with know-how to draw the plans for their houses ("Four-Bedroom Bargain," *LIFE*, Oct. 12). How about mentioning the architects?

R. B. CUTLER

Manchester, Mass.

● The builder himself, Earl Smith, designed the \$8,695 house. Eichler's \$22,500 house was designed by Architects Quincy Jones and Frederick E. Emmons.—ED.

WORST MAIN STREET

Sirs:
Last week we celebrated completion of a new highway over a roadbed you portrayed twice as the Worst Main Street in the U.S. (*LIFE*, June 4, 1951 and *LIFE*, March 9). Now, thanks to the good citizens who pressed for repairs when Main Street had holes large enough to bury a horse (left), we have a fine four-lane thoroughfare (below).

MAYOR H. A. CRECELINO

Bellevue, Ohio




The matchless fit of Johnsonian Guide-Steps . . . the only shoes designed to fit the foot in action . . . can be demonstrated to you in two ways:

Try the *free* method first. Mail the coupon below for complete information on why Johnsonian Guide-Steps can ease foot discomfort and give you greater walking pleasure. We'll

send you the name of your nearest dealer, too.

Then buy a pair of Johnsonian Guide-Steps. Enjoy the most wonderful walking you've ever known. Your feet will feel fine, thanks to Johnsonian Guide-Steps . . . designed to fit the foot in action.

Just **\$9.95** and up

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SASSAFRAS LEAVES, DOTTED WITH HOLES MADE BY WORMS, THROW FINGERLIKE SHADOWS ON THE MODEL

SPEAKING OF PICTURES

... Leafy shadows dress a nude with nature's patterns

While watching a model pose for art students at an outdoor class in painting in Michigan, *LIFE* Photographer Wallace Kirkland was taken with the distinctive shadows cast on the model by the surrounding foliage. When she finished modeling for the class, he posed the model in the shadows of various plants. A nature photographer whose eye for realism has produced such rare photographs as a trout leaping to a fly (*LIFE*, April 28, 1952) and an owl bringing a rat to its nest (*LIFE*, April 3, 1950), Kirkland recorded nature so faithfully this time that one picture even shows a fly on the model, adding its own shadow to the composition (above).



PINE NEEDLES TRACE FINELY DRAWN SHADOWS



BERRIES APPEAR ON BRANCH AND IN SHADOW



A dry, oil-starved scalp can lead to hard-to-manage hair, unsightly loose dandruff!

check DRY SCALP!



You can't check a lack of oil in your scalp with alcohol. 'Vaseline' Hair Tonic contains no alcohol or any other scalp drying, "mystery" ingredients. It supplements the natural oils in your scalp to check dry scalp . . . relieve loose dandruff . . . keep your hair looking naturally well-groomed. And 'Vaseline' Hair Tonic is economical too—just a few drops a day is all you need. Try it soon.

Keep hair
naturally well groomed
with

Vaseline HAIR TONIC

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IN TOWN!



Oh-h-h so good! Thick bittersweet chocolate coating over a scrumptious coconut center. M-m-m it's the sweetest thing in town!

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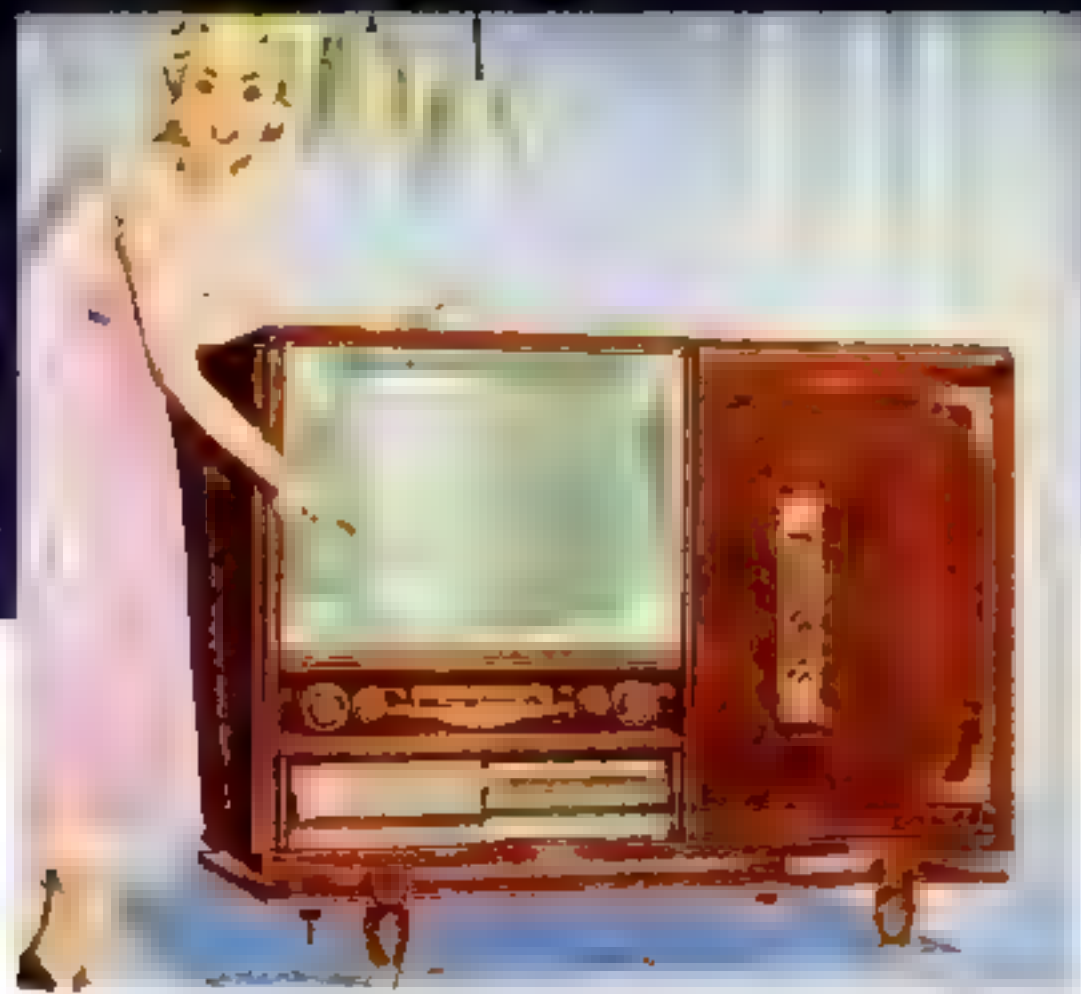
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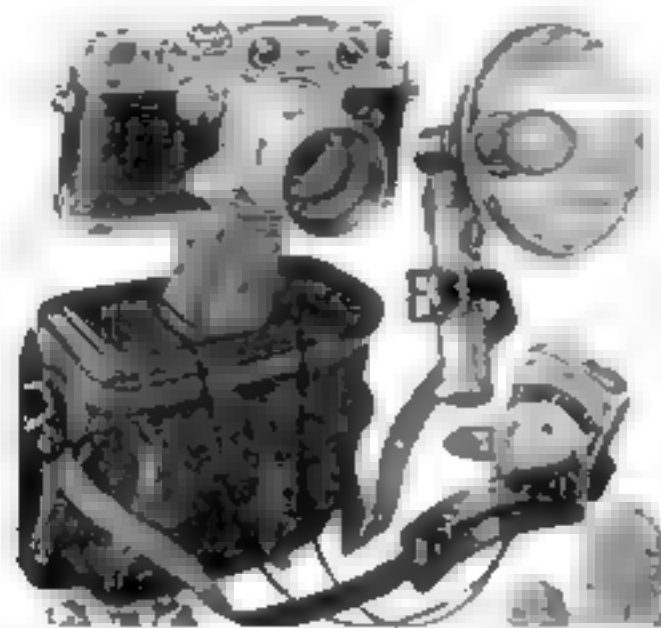
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"TIME" COVER BY ARTZYBASHEFF AND DISNEY'S PATIENT MILOTTE

PHOTOGRAPHIC KIBITZING ON OUR COLLEAGUES

Although LIFE's colleagues on TIME are usually more concerned with words, the cover story in TIME's current issue is on photography. The article, which includes eight pages of pictures, discusses photography as a hobby, an industry, an art form and a journalistic skill. TIME had a lot of ground to cover, though giving generous space to the subject, so we'd like to expand on one aspect of photographs in which LIFE is particularly interested. This is the element of unexpectedness which very often is the essence of a good picture.

One way to anticipate the unexpected is to have light equipment, mobile photographer-correspondent teams and a well-organized information service. Another method is the use of simple patience like that of Al and Elma Milotte (above, right), who waited weeks on end to get superb nature movies for the Walt Disney studios (pp. 82-90). Sometimes luck too plays a part. When Correspondent Ralph Graves and Photographer Francis Miller traveled

to Kankakee to report a \$1 million hospital scandal, about all they could fairly expect to get was documentation of the situation as it already existed. Suddenly the police made an important raid, and Miller's pictures of this bring drama and immediacy to our story on pages 28 and 29. Occasionally, stories like the rescue of the freighter crew by the *Ile de France* (LIFE, Oct. 5) develop so unexpectedly that it is virtually impossible for our staff to be on the scene. In such cases we find, as the TIME article points out, that the world is full of amateur photographers who are anxious to function like professional journalists. When we heard that Iowa State College had produced the outstanding campus riot of the year (pp. 19-21,) we asked our Des Moines correspondent to check the campus to see if students had taken pictures of the fun. Happily, they had indeed, and their photographs, for which we were glad to pay professional rates, give us coverage comparable to what we might have got had we been on the spot.

CONTENTS

COVER

SIR WINSTON CHURCHILL, WHO TELLS HOW COLD WAR BEGAN (PP. 64-74)

THE WEEK'S EVENTS

THE FOOTBALL UNDERDOG'S NIGHT TO HOWL 19
RESULTS OF AN UNHAPPY OVERSIGHT IN GUATEMALA 25
WHY THE KOREANS MOURN 26
CAUGHT WITH THE GOODS IN HOSPITAL SCANDAL 28
HALE MAGSAYSAY CAMPAIGNS AGAINST FRAIL QUIRINO 30
FOUR CANDIDATES SHRINK TO THREE IN NEW YORK 37
MISS EGYPT'S TALE OF WOE 40
TEARS FOR A PRODIGAL FROM KOREA 45
LIFE ON THE NEWSFRONTS OF THE WORLD 48
U.C.L.A. DISPLAYS ITS NIGHTTIME CARD TRICKS 50

EDITORIAL

A NEW BRITISH LINE? 24

PICTORIAL ESSAY

A SILVER ANNIVERSARY FOR WALT AND MICKEY 82

ARTICLES

THE WAR MEMOIRS OF SIR WINSTON CHURCHILL, VOL. VI, PART II
"TRIUMPH AND TRAGEDY" 54
DO BRITISH TV FANS WANT IT DULL? by EDWIN O'CONNOR 109

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SPORTS

U.S. JUMPING TEAM'S GIFT HORSES 77

FASHION

GREENWICH VILLAGE PICKINGS 93

EDUCATION

STONE SCHOOL 101

BUSINESS

COUNTERATTACK ON THE HYDRA-MATIC DISASTER 102

NATURE

FIRST PICTURE OF A FREE-SWIMMING SPERM WHALE 118

THEATER

"THE TEAHOUSE OF THE AUGUST MOON" 129

OTHER DEPARTMENTS

LETTERS TO THE EDITORS 6
SPEAKING OF PICTURES: LEAFY SHADOWS DRESS A NUDE
WITH NATURE'S PATTERNS 10
LIFE GOES TO A CHURCH CORNHUSKING 138
MISCELLANY, BUBBLES AND THE BABY 140

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The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

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COVER—PHILIPPE HALSMAN
3—GEN. FRANCIS MILLER. ED. NANO
18, 11—WALLACE KIRKLAND
17—DRAWING BY ARTZYBASHEFF FOR TIME, ALFRED EISENSTAEDT
19—LOEL THOMPSON—HAROLD FALK
20, 21—RICHARD WICKLAND, LOEL THOMPSON, RICHARD WICKLAND—LOEL THOMPSON AND HAROLD FALK FROM DES MOINES TRIBUNE, LOEL THOMPSON, JOHN RAUBATZ, DON KELLEY
22—MARK KAUFFMAN, FRANCIS MILLER (3)—MARK KAUFFMAN
23—MARK KAUFFMAN
24—GEY GRUNER
25, 27—INT. U.S. ARMY PHOTOS—MOVIE TONE NEWS
26—INT. WARNER PATHE NEWS
28—FRANCIS MILLER

29—FRANCIS MILLER EXC. T. BY KEVIN BROWN FOR KANKAKEE DAILY JOURNAL
30—MICHAEL ROUGIER EXC. BY F. FELIX MANUEL
31, 32—MICHAEL ROUGIER
33—ALLAN GRANT—H. Y. DAILY NEWS FROM GILLOON AGENCY N.Y. DAILY MIRROR
34—ALLAN GRANT
35—LT. INT. K.P.A. BY LONDON DAILY EXPRESS
36—HARK WALKER EXC. T. BY JOE SCHERSCHEL
37—GEORGE SKAODING, A.P. N.Y. DAILY NEWS FROM GILLOON AGENCY
38—OFFICIAL U.S. NAVY PHOTO—ALE ZA'AROUN
39, 51—ERDIE STOUT
40—PAINTING BY TOM LEA—PAINTING BY PAUL SAMPLE
41—PAINTING BY RICHARD WENKES COURTESY ASSOCIATED AMERICAN ARTISTS GALLERIES

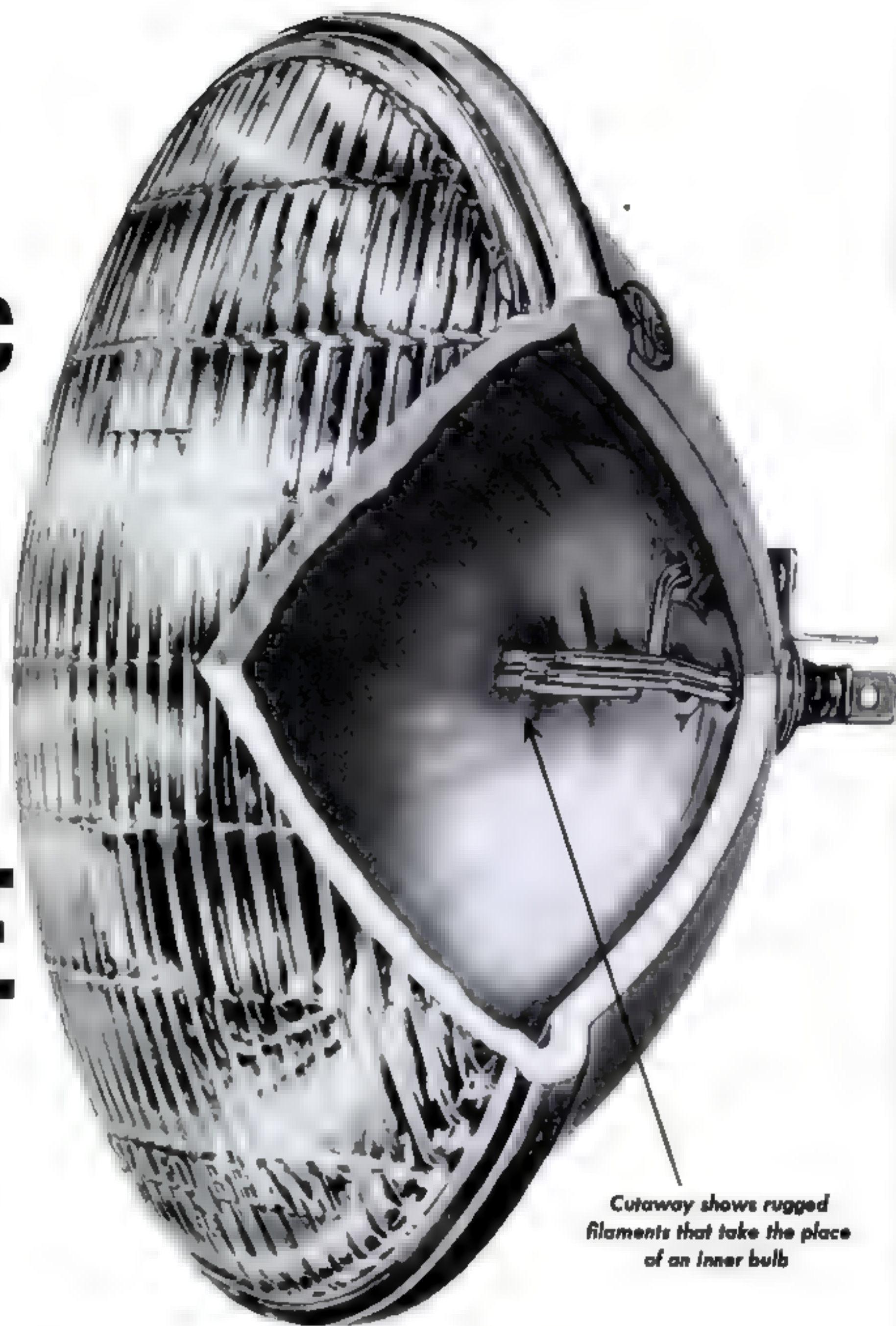
52—COURTESY IMPERIAL WAR MUSEUM
53, 55—SOVfoto
56—JOHN PHILLIPS, A.P., BOB LANDRY
57—BRITISH OFFICIAL PHOTO
58—PAINTING BY AARON BONROG
59—MAP BY ANTHONY SUDARO
60—JOHNNY FLOREA
61—DMITRI KESSEL
62, 63—MARK KAUFFMAN
64—WALT DISNEY PRODUCTIONS INC.—ALFRED EISENSTAEDT
65, 66—WALT DISNEY PRODUCTIONS INC.
67—WALT DISNEY PRODUCTIONS INC. EXC. T. BY ALFRED EISENSTAEDT
68, 69—J. R. EYERMAN EXC. BY ALFRED EISENSTAEDT

90—ALFRED EISENSTAEDT
91, 92, 96—MARK SHAW
93—YALE JOEL
94, 95—MAP BY ANTHONY SUDARO, JOHN ZIMMERMAN, JOE CLARK, JOHN ZIMMERMAN, JOHN ZIMMERMAN, JOE CLARK, JOHN ZIMMERMAN
96—JOHN ZIMMERMAN, JOHN ZIMMERMAN (3), JOE CLARK—COURTESY GENERAL MOTORS CORP.
97 THROUGH 117—COURTESY B.B.C.
118—LARRY BURROWS
119 THROUGH 124—HANS NASS
125, 126, 127—MINA LEEN
128, 129—WALTER SANDERS
130—TOM LYONS FOR LONDON DAILY MIRROR FROM COMBINE

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General Electric LEAVES OUT THE BULB TO INCREASE THE LIGHT



Cutaway shows rugged
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of an inner bulb

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READY TO MAKE MORE MISCHIEF, IOWA STATE STUDENTS DISEMBARK FROM THE AUTO TRANSPORT THEY HAD COMMANDEERED AND RIDDEN PAST THE CAMPUS

THE UNDERDOG'S NIGHT TO HOWL

A lowly but mercurial creature, the football underdog, has made himself the special star of the 1953 season. The upsets started on opening day and they have continued at a rate that has had the Monday morning quarterbacks mumbling incoherently into their coffee. The new one-platoon rule (LIFE, Oct. 12) had something to do with it, and of course one reason that the country goes football-mad every fall is that even the experts can be counted on to miss some big ones. When they do, look out. Nowhere has this advice been so pertinent as at Ames, Iowa last week.

After Iowa State College upset Missouri (a 14-point favorite), hopped-up students celebrated for 24 hours, then marched on the home of President James Hilton and demanded "no school Monday." When Hilton did not show himself (he wasn't home) they went berserk. They staged a sit-down on the nearby Lincoln Highway. When policemen swung clubs and threw tear gas, they fought back with eggs, rocks and some pumpkins.

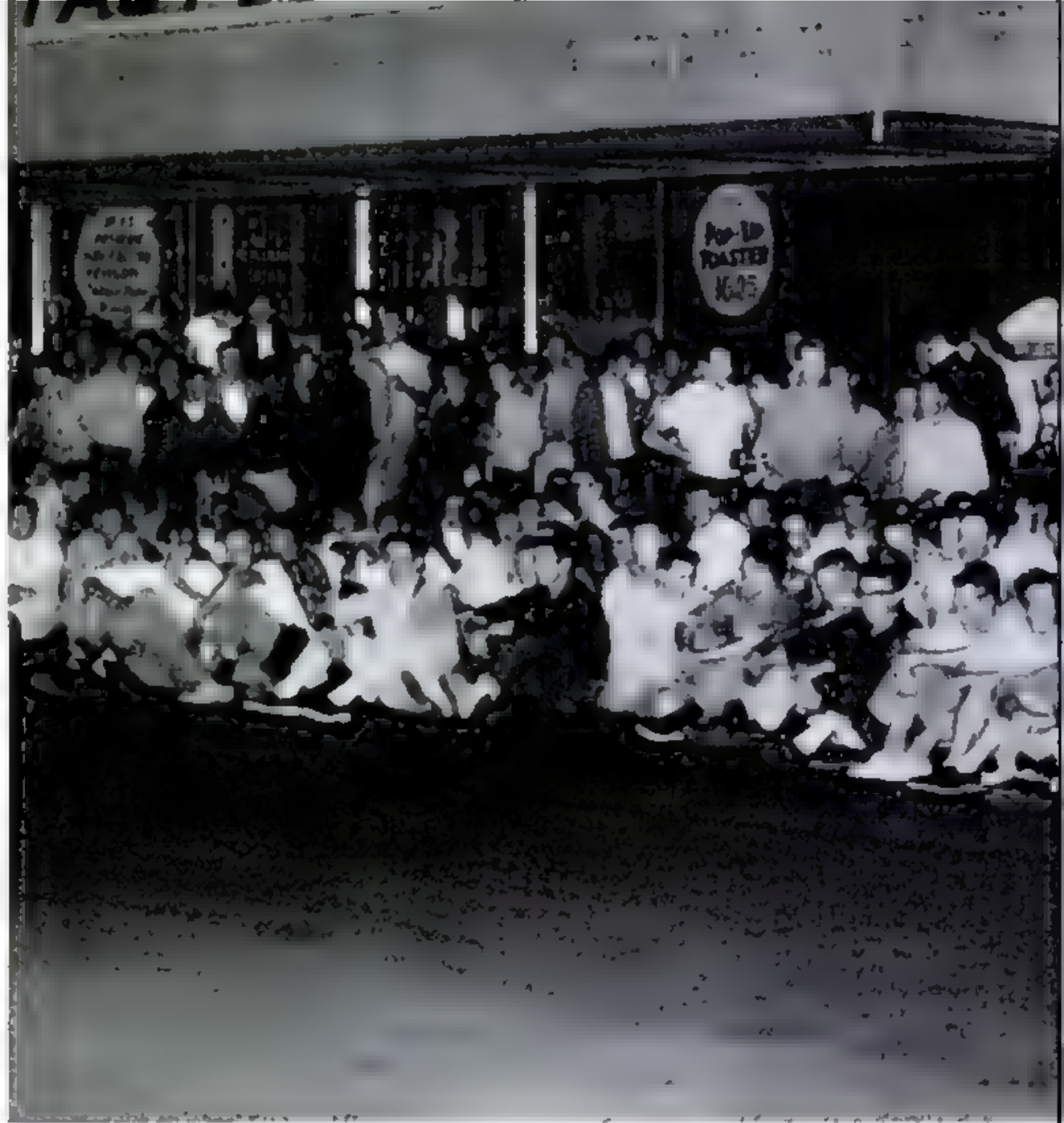
They went to classes on Monday but that night were back at the president's house, sitting on the lawn and shouting, "We want Tuesday off." The hard-pressed educator put them off with promises to recommend the idea when the college won another game. "We may not win another game," came the answer from the students, and they went right back to barricading the highway. The chief of police, Orville Erickson, remarked judiciously, "They don't seem to be angry as much as just plain nuts."



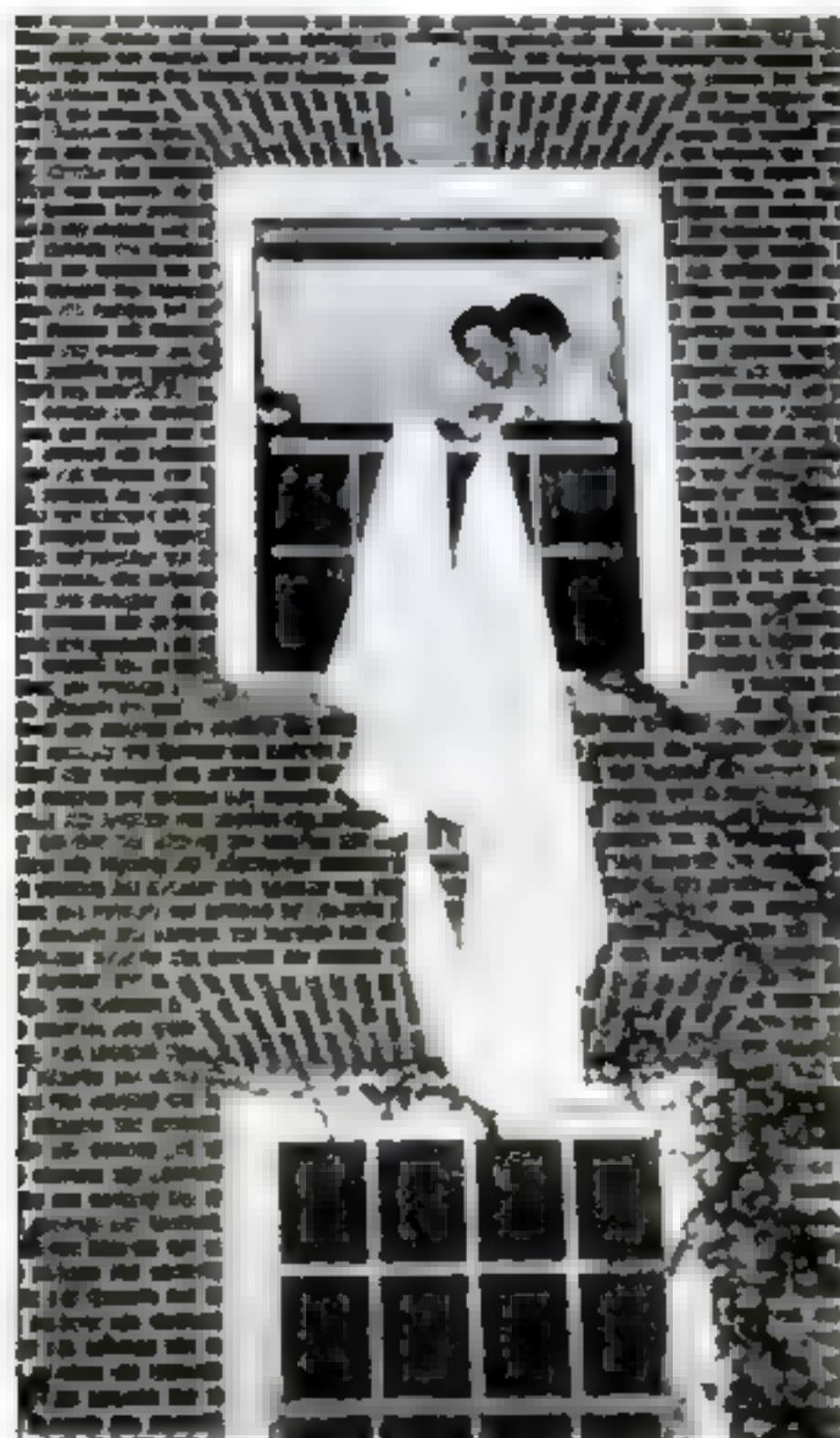
PROPHETIC DISPLAY, the homecoming decoration erected by members of the Phi Delta Theta fraternity, hopefully depicted the upset defeat of Missouri.



POLICE CLUBS subdue a student who tossed a homecoming display into roadblock fire on highway.



STAGING DOWNTOWN SIT-DOWN IN FRONT OF AMES POLICE STATION LATE MONDAY NIGHT, STUDENTS



COOPERATIVE COEDS lower bedsheets, help exuberant male students invade dorm for short visit.



A ROADBLOCK, reinforced by a fire, was thrown up across the Lincoln Highway (U.S. 30). Here a

handkerchief-masked student tosses timber. Police had to reroute traffic through town via side streets.



BAITED POLICE WITH TAUNTS. WHEN COPS REFUSED TO RESPOND, MOB BROKE UP AND WENT HOME



STONE DAM RESISTS as students attempt to open it, drain Lake LaVerne. They had to give up.



BELEAGUERED PRESIDENT, James Hilton, asks student leaders to assemble at spot away from

his residence. He asked them to disperse and return to their rooms. Instead they resumed their rioting.



IN FINAL DEFIANCE toward police, students cry, "We want more tear gas." But supply was gone.



WORRIED COACH Leahy guided team to 7-0 lead, then collapsed in the dressing room between halves.



DISASTROUS PASS from center gets by Tech kicker Jim Carlen. Notre Dame recovered to score.



SOBBING CENTER Jimmy Morris who made pass (left) gets consolation as he cries into towel on bench.

UNBEATEN RECORD IS SPOILED BUT IT TOOK A NOTRE DAME TO DO IT

Underdogs were rising wherever football fans looked. Michigan and Navy went down last week with surprising thuds and Michigan State's brilliant, 28-game winning streak was shattered by lightly-regarded Purdue. In the midst of all the upsets powerful Notre Dame, rated the nation's best, managed to survive. It won over speedy Georgia Tech, a team unbeaten in its last 31 games, in the homecoming battle at South Bend which called forth bitter tears and drama.

The Notre Dame players who jogged off the field at halftime, happy about a 7-0 lead, came back sad and sobbing. Frank Leahy, their coach, had been stricken in the dressing room and carried off to a hospital. "We were pretty stunned," admitted Halfback Johnny Lattner, and Tech tied up the score early in the third period. The stands, unaware that Leahy was ill, saw the Notre Dame team settle down. Its big line stiffened and its brilliant backs came to life to

score and put Notre Dame back into the lead.

Then it was Tech's turn to cry. On an attempted kick from deep in its own territory a bad pass from center sailed over the kicker's head and over the goal line where an alert Notre Dame man fell on it for a touchdown. That miscue put Tech two touchdowns behind which took the threat from the valiant attack of Half-backs Leon Hardeman and Bill Teas and sent tears down the cheeks of Tech's erring center (above).



NOTRE DAME OFFENSE clears a wide hole through tackle for Quarterback Guglielmi (3). Notre Dame consistently outmuscled lighter Tech line, opening the

way for Johnny Lattner and Neil Worden to gain ground on power plays—not only in midfield but even at the goal line, where Tech was famous for its last stands.



NOTRE DAME DEFENSE throws out a jungle of hands to stop Georgia Tech Fullback Glenn Turner, illustrating the chief difference between the two teams.

Notre Dame succeeded in holding Tech to 131 yards on the ground, while the Irish were gaining 323 yards in the same manner for a final score of 27-14.

A NEW BRITISH LINE?

THE OLD BALANCE-OF-POWER ACT GETS SOME HIGH-MINDED AND WRONG-HEADED SUPPORT

The partition of Poland which Sir Winston Churchill describes in this issue (pp. 54-74) gave the Western powers their first clear notice that World War II would not end in peace. Churchill is quite right to call his book a "tragedy"; Poland was a classic tragedy whose villain, Stahn, functioned through the flaws in his adversaries. The way he and Churchill divvied up influence in the Balkans on a piece of paper (p. 59), had it been known at the time, would have outraged American opinion. Yet compared with the wicked self-deceptions of that opinion at the time, and with the greater evils that were to spring from it, Churchill's act now looks almost candid. If Stalin had only respected that piece of paper! But he didn't. For Churchill had his illusions too.

Those illusions are of more than historical interest. Since last May, Churchill has been trying to promote a meeting between himself, Eisenhower and Malenkov. Just as during the war he found repeated comfort in Stalin's personal promises, so now he longs to test the issues of the cold war "at the summit." This may be just an old man's personal obsession. But it is also an old politician's instinct, for the idea touches a responsive nerve throughout Europe. It not only represents a different way of doing business from the one Eisenhower and Dulles have chosen; it also appeals to a different theory of the cold war and even of foreign policy in general.

This different theory has just been formulated by the British historian, Herbert Butterfield, who is also a Methodist lay preacher. His new book, *Christianity, Diplomacy and War*, is described as "the book that our allies most wish that Americans would read." It is an unsettling experience.

Sin and self-righteousness

Butterfield's major premise is that a truly Christian diplomacy must be based on belief in original sin and the universality of guilt. The greatest menace to civilization, he concludes, would be a "war for righteousness," since it would really be a "conflict between giant organized systems of self-righteousness—each system only too delighted to find that the other is wicked." No pacifist, Butterfield thinks the true bearing of morality on war is to avoid crusades and their fatal vindictiveness, to leave judgment to the Lord, and to try to limit war (since men have shown no competence to abolish it) to restricted battlefields and objectives. This comparative taming of war, Butterfield says, was the great achievement of the 18th Century. Its technique was a multiple balance of power, to maintain which any nation must practice a cold-blooded "scientific" diplomacy, and be prepared to switch sides overnight.

Butterfield is far less afraid of Communism (which he regards as a Christian heresy) than of the "colossal slabs of power" represented by Russia and the U.S. He believes that Soviet barbarism is a transitory phenomenon of the Bolshevik revolution, but that Russian aggression would have been just as bad if Russia were still under the Czars. Thus Russian aggression must be countered by containment, but not by "ideological diplomacy," which is likely to lead to an un-Christian crusade. "We must feel half-afraid lest our American associates should be unimaginative in their self-righteousness." He makes much of an analogy with the terrible Thirty Years' War of religion, when truth itself seemed as much at stake as freedom is now; yet neither side won a total victory and peace was a Protestant-Catholic accommodation. In short, Mr. Butterfield offers two distinct reasons for not being beastly to the Russian: a) we're all sinners together (and "all nearer to Communism than we imagine"), and b) some of us may want Russia tomorrow on our side in a new alignment of the powers.

Heading for a split?

There is nothing exclusively British, still less Churchillian, about these views. Their amoral diplomacy is like George Kennan's (he and Butterfield quote each other approvingly), as is the advocacy of passive containment. Kennan recently described America's "prime moral dictate" as "the cultivation of the cleanliness and simplicity of our national life . . . humility . . . reservation of judgment . . . modest possibilities of helpfulness," etc. Nevertheless passive containment is no longer the official American policy. Thus the Butterfield views, which combine myopia toward Communism with faith in Britain's traditional diplomatic balancing act, are peculiarly symptomatic of recent British contributions to that great goal of Soviet policy, an Anglo-American split. Such a split is even openly defended by another British intellectual, Sebastian Haffner, in the October issue of *Twentieth Century*.

With Churchill, the original apostle of Anglo-American unity, such a rift is unlikely. From his desire to see Malenkov, and his talk of "guaranteeing" Soviet boundaries, what we must rather fear is another illusory and unnecessary deal. Much more insidious is the new line of these British intellectuals. In this potential Anglo-American crisis, Americans can only study their argument and say why it seems to us so wrong.

To begin with, Butterfield is wrong to feed the myth that Americans are prepared to use "war for righteousness" as an instrument of our anti-Communist policy. Responsible foes of Communism do not contemplate

such a war; its chief spokesmen are tragically desperate patriots of those very East European countries like Poland which were betrayed in 1943-48, and whose eventual liberation without war is an American aim. A more immediate American task is to convince the British that this aim is realistic and does not imply a reckless crusade.

Butterfield is of course right that small, short wars are preferable to big, long wars (and that the Roosevelt-Churchill policy of "unconditional surrender" was a grisly mistake). But he is very wrong to assume that our hatred of Communism forecasts an un-Christian vindictiveness toward Russia. He is wrong to scare himself with talk of another Thirty Years' War. The lesson of that war is a modern commonplace: you cannot wring the neck of an idea, and Americans are not likely to try.

If Butterfield is right in his belief that Soviet barbarism is a passing phase of the Russian "egalitarian" revolution, so much the better; egalitarianism is not a fighting matter. If he is right that Soviet imperialism is merely Russian, then his 18th Century ideal of limited wars is very likely to be achieved, and the worst we need contemplate is a few more Crimeas (or Koreas). But that decision is not wholly up to us; nor can the Soviet future be inferred from the history of previous revolutions. It may be, as James Burnham says, that with the Bolshevik revolution, modern history shifted gears.

The first test of order

In any case, Butterfield's worst error is to treat Communist Russia as though she were already a potential member of that "international order" which he rightly wants to restore. Not only is her empire swollen beyond all safety for her neighbors, and choked with slaves whose human plight will not let some Christians sleep. Not only that, but the Soviet empire has yet to pass the first test of membership in any international order, be it Christian, Russian, Moslem, Buddhist, egalitarian, Tory, Socialist, Republican, Democrat or a welter of all these and more. That first test is *pacta sunt servanda*, promises are to be kept.

Of all living men, Churchill knows the peril of promises that are not intended to be kept. On such promises no international order could ever be erected, even if power were diffused and balanced throughout it in ideal 18th Century style. American opposition to Communism is not based on ignorance of the beauties of pluralism and diffused power, which beauties inspired our federal constitution. It is based on the belief that a peaceful international order is possible and should be striven for—whether the study of history encourages such a belief or not.

PICTURE
OF THE WEEK



RESULTS OF AN UNHAPPY OVERSIGHT IN GUATEMALA

Jorge Toriello Garrido, boss of the International Fair in Guatemala, drove thousands of his workers by day and night to finish the fair's prize showpiece: a mighty bull ring. By opening day the project was virtually completed, except for a barbed wire fence to keep out the gate crashers. This turned out to be an unfortunate oversight.

About 8,000 ticketless *aficionados* infiltrated the stadium before opening time. Eight thousand ticket holders joined them. That left 7,000 more

clamoring outside for their seats. The 15,000 within clamored for the bulls. After an hour Señor Toriello made a peremptory but unfortunate decision: the whole show was postponed two days. This had the effect of uniting the two factions. To show their displeasure, they ripped up barriers between sections, tossed pop bottles and refuse about and finished up making a shambles of the bright new stadium by picking up chairs from the high-class section and throwing them through the air (above).



BITTER PRESIDENT Rhee, standing before niches with books which record the names of dead, calls on audience to "think who killed your beloved people."



SLAUGHTERED SOUTH KOREANS were found and photographed in a mine shaft by the advancing U.N. forces in the autumn of 1950. At a time when Rhee

WHY THEY MOURN

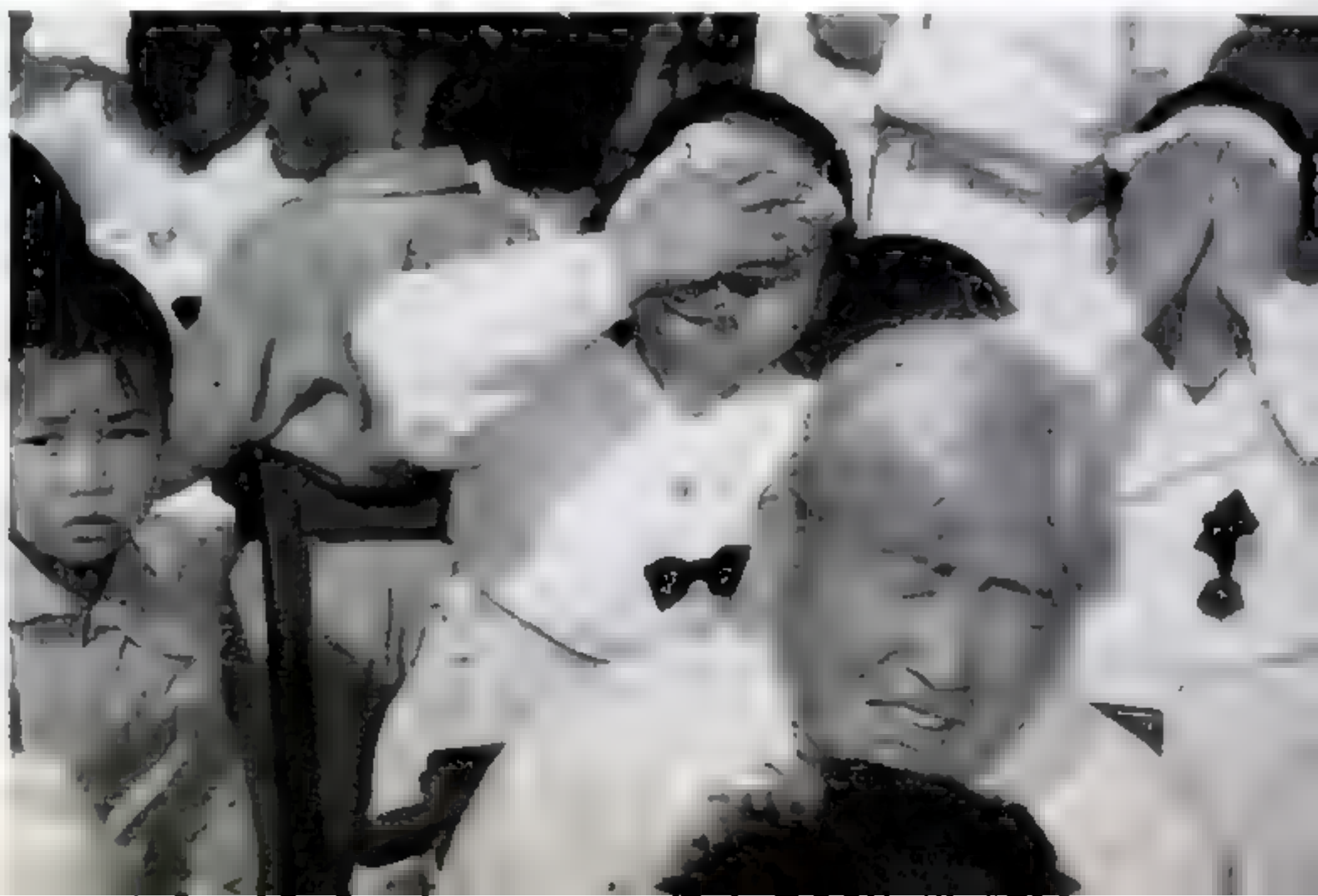
As Korea honors war dead, U.S. Army tells story of atrocity deaths, believed to number 57,559

In a casting up of the Korean war's accounts, separately, in Seoul and Washington, the world this week read the cost of an appalling heritage of anguish and hatred. The exhibits include mourners in Seoul and records of Communist atrocities, pictures which might make the "intransigence" of Syngman Rhee and the Americans more understandable to their European and Asian critics.

The reckoning began in Seoul where, two weeks ago, President Rhee served notice that his hatred of Communism has not relented. Listening, 5,000 of his people wept with him and struggled hysterically to reach him.



STRUGGLING TOWARD RHEE and crying "our president," wailing woman (above) fights police. At right, dressed in white Korean mourning, bereaved parents, wives and children cry out for their dead.





often used fire, drowning or sealing in caves to kill prisoners without wasting ammunition, this group of 60 civilians were bound and then bludgeoned to death.



MURDERED AMERICANS were found shot down amid litter of room where they were held as PWs. In retreat, Reds often killed captives to get rid of them.

They had met, amid the smoke of incense meant by Buddhist belief to reach up to the souls of the dead, in memorial services for over 100,000 fighting men and civilians killed in the three years of war.

The reckoning proceeded this week when, after three years of patient digging into reports of Red atrocities, the U.S. Army revealed the manner in which many of the 100,000 had died. The Army report, an interim assessment pieced together from the returned prisoners and captured evidence, indicates that from June 1950 to June 1953 the Red North Koreans and Chinese executed 57,559 helpless human beings. The victims

were variously shot, starved, burned to death, mutilated, stoned, hung, bayoneted, suffocated, impaled on spears, decapitated, garroted, crushed by tanks, clubbed, dropped from cliffs. Most of the murdered were South Koreans. But the report also gave Americans reasons to share Syngman Rhee's hatred of Communism: among the proven victims were 6,113 American fighting men. Most of the murdered Americans, the evidence shows, were killed summarily soon after capture, but not all. One group of 730 were kept marching until 410 fell dead, while an English-speaking Chinese named Wong cursed them and gouged out the eyes of stragglers.



AT INCENSE BOWL, a sobbing mourner reaches for a pinch of the aromatic dust to be dropped, along with a prayer, into the fire. Buddhists believe incense purifies the place, makes contact with dead.



SCENE OF CRIME is Kankakee, Ill. State Hospital which currently houses 4,175 mental patients.

CAUGHT WITH THE GOODS

Hospital thefts run to \$1 million

Even though the bills for food and other supplies at the Illinois State Hospital at Kankakee always ran high, no one except the 4,000 patients seemed to notice that the meals were poor and skimpy and that there never was as much linen to go around as there was supposed to be. Things were so bad that 3,500 pounds of meat simply disappeared one night.

Last week the people found out what was wrong. Acting on a tip that Ferdinand Foster, a hospital truck driver, was operating a kind of general store on the side, police searched his home, shortly came up with a confession that he had taken meat, butter, cheese, linen, pillowcases, shoes, clothing and shirts. The meat was easiest. Delivering milk to one refrigerator (below), he stopped off at the adjoining meat cooler on the way out and helped himself.

Next the police called on a hospital attendant named Bernadette Floriant, found her home stocked with institution-sized cans of meat and preserves. Mrs. Floriant complained that she and Foster were only "little fellers," and police conceded there were others. In four years, through systematic thievery, some \$1 million worth of supplies had vanished. What puzzled authorities most about the kleptomaniacs of Kankakee was that people had been taking things they didn't need and couldn't use, apparently just to be taking something.



RAIDED REFRIGERATORS are inspected by Jessie Doan, whose report of losses was ignored.





UNEASY HOSPITAL HEAD, Dr. Ernest Klein, though he was not implicated, did nothing about the thefts.

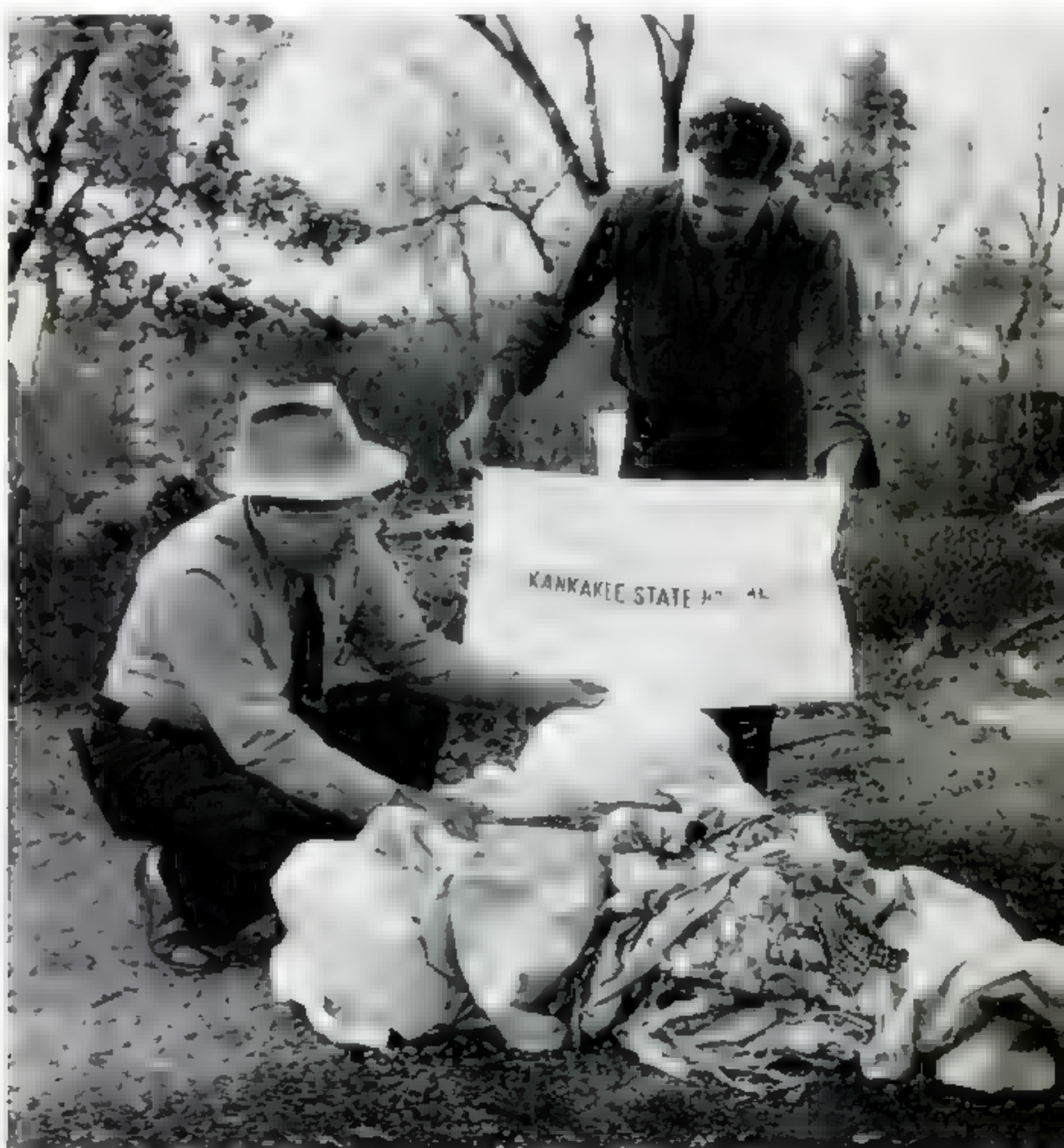


TELLING HER SIDE to police, Mrs. Floriant remarked, "I never seen a hospital where they didn't take things."

← **CONFRONTED WITH LOOT, MRS. FLORIAN HIDES FACE**



REFRIGERATOR RAIDER, Truck Driver Foster (center), stands at police station amidst a load of recovered stolen goods. Later he claimed he was forced to confess.



ABANDONED LOOT, found near road by Gerald Witte (standing), is examined by squatting sheriff. A dozen loads, similarly jettisoned, were found soon after case broke.



CAMPAIGN HAT, blazoning his slogan, keeps sun off Magsaysay. Despite hands-a-pocket informality,

campaign runs efficiently with portable loudspeaker carried along for village talks like this in Bombon.



MAKING DEVOTIONS, Magsaysay prays in Nabua. He often denies charge of turning Protestant.

HALE FOE FOR

Young Magsaysay drives hard

An ebullient iron man and a shrewd old invalid last week fought toward the end of a bitter campaign in the Philippines. To the winner on Nov. 10, Ramon Magsaysay or incumbent Elpidio Quirino, will go the presidency of the republic, democracy's frontier in the Far East.

Magsaysay, who became a national hero by fighting the Communist-led Huk before he quit as defense secretary to run for president, was beating the *barrios* (townships) with furious energy. Pausing only to change his vivid but sweat-soaked sport shirts every hour or so, stoking himself with raw eggs and Coca-Cola, he was on the go 22 hours a day. Seemingly determined to leave no hand unshaken in the archipelago's 52 provinces, Magsaysay was always ready to sign another autograph, inquire into a single voter's problems, make another speech or dance a "Magsaysay Mambo" with the nearest girl at hand. To the crowds who



BUOYANT LEAP sends Magsaysay flying out of car to make a whistle-stop speech at Ozamis City.



GIVING THANKS, Quirino kneels at Naga City. He said patroness of town saved his life in illness.

FRAIL QUIRINO

to win Philippines presidency

flocked after him crying, "Mabuhay!" (long life) he preached one sermon; there was a mess in Manila; Magsaysay was out to clean it up.

Fighting back, President Quirino denied the mess, unconvincingly cited his administration as one of economic "stabilization," bragged of its record of getting \$2.2 billion (\$111 per capita) aid from the U.S. and, at the same time, accused his opponent of being "the candidate of the Americans." Just back from hospitalization in Baltimore's Johns Hopkins Hospital, still dangerously ill with arteriosclerosis and painfully afflicted with gout, he could not hope to match the energy of Magsaysay and wisely did not try. Shaking few hands, moving little, and then gingerly, usually accompanied by his fanbearers, Quirino seemed to be making a campaign asset of frail health, leaving the impression, in a devoutly religious country, that God has spared him to serve the people.



TOTTERING STEPS take Quirino from plane at Naga City. Despite help, he stumbled, nearly fell.



POISED PARASOL shields Quirino in Naga City while fan (foreground) is held ready to cool him.

Saying, "I am already known as man of the people," Quirino refuses to relax either his dignity or dress.



DISPLAYING WEALTH, Manila society treats its star new gowns in charity fashion show which a Manila paper called "revolting and naive." Star model in

show was Mrs. Madrigal Vazquez (center background), daughter of Quirino's party treasurer, wearing white gown and \$40,000 worth of her own diamonds.

THE STRUTTING RICH ARE LINKED TO THE MESS IN MANILA

In a land where the wealthy few flaunt diamonds while the *sabakot* (straw-hat) wearing millions go barefoot, Magsaysay found ready ears for tales of ill-gotten wealth at Malacañan (the presidential palace). Through 500 communities he told of corruption (tax dodges for palace favorites), nepotism (a publicly owned \$10,000 airways tower acquired for a TV antenna by President Quirino's brother), economic distress (3½ million jobless in a labor

force of about 7 million), exploitation (farmers paying up to 75% of their crops in rent).

To win, Magsaysay still has to beat a political machine whose power belies its leader's frailty. Quirino's Liberal party controls patronage and is a force to be feared. Quirino won in 1949 amid violence that cost 26 lives. This time it was hoped, under the eyes of the world, the vote would have to be honest. But Magsaysay, favored to win if there is no fraud, still feared

the Liberals would steal it. To thwart them, he rallied his coalition of the *Nacionalista* party with the Democrats of Carlos Romulo, ex-ambassador to the U.S. and former president of the U.N. assembly, who gave up his own candidacy for Magsaysay. But for victory, Magsaysay counted mostly on himself, his popularity, his promises to help the poor and his brilliant record of defeating the Huks in battle, then converting them into good citizens.

DISPLAYING CONFIDENCE in election, Magsaysay lunches with his chiefs. They are (from left) Vice President Lopez who quit Quirino, runs for senate;

ex-President Osmeña (nose just visible); Senator Rodriguez, president of Magsaysay's *Nacionalistas*; Romulo; Magsaysay; José Laurel, wartime president.



Ready so QUICKLY...and tastes so GOOD!

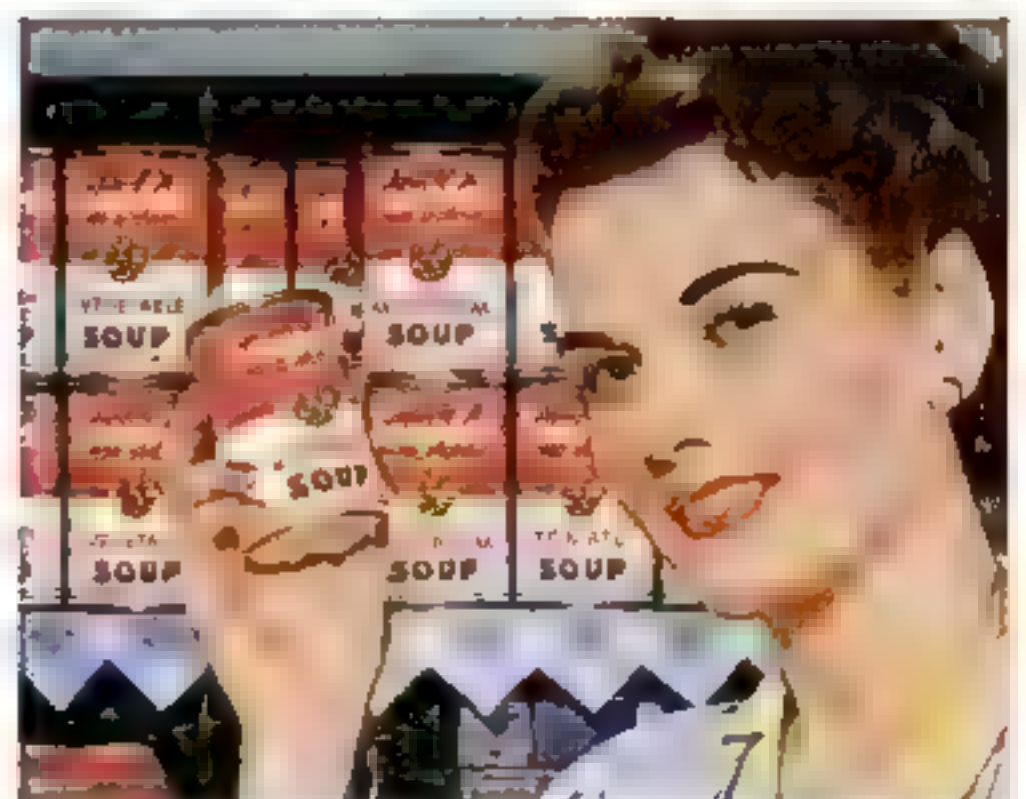
Soup for Lunch

CAMPBELL'S CREAM OF MUSHROOM SOUP
Ham and Cheese Sandwich
Coffee



As NOURISHING as it is EASY!

Day in, day out, where else will you find a dish that you can serve so often . . . and so *successfully*? There are so many delicious kinds of Campbell's Soups, that you can have a *different kind daily for three solid weeks*. . . . And so easy to prepare! Just 4 minutes, and "soup's on"! It's thrifty, too, an outstanding food value. . . . So, *today*, why not give your family the pleasure of soup for lunch!



"I just pick a soup from my Soup Shelf—and plan a meal around it. For lunch or supper there's no main dish like soup. I keep plenty of the family's favorite soups always on hand; especially Tomato and Cream of Mushroom—I use them so much in cooking."

Campbell's SOUPS

ANNOUNCING

NEW BEAUTY for '54...that says you **own the leader**


NEW PERFORMANCE for '54...that proves you **drive the leader**



"The Power of Leadership"

CHRYSLER for '54 is here!... so sleek, so smart, so beautifully appointed that in it you'll feel a sense of leadership that is dramatically new! And what wonderful new surprises you'll discover beneath all this exciting new loveliness... a new **235 HP FIREPOWER V-8 ENGINE**—greatest performer of all, with power and response that has no equal for driving safety—and fun! Sensational new **POWERFLITE TRANSMISSION**—most advanced of all fully-automatic drives—no-shift, no-clutch driving at its easiest and simplest. Plus Full-time Power Steering and Power Brakes for the first **COMPLETE DRIVER CONTROL** in any car. **COME SEE IT**—on display this week at your Chrysler dealer's!



is yours in a  **Chrysler"**

AMERICA'S FIRST FAMILY OF FINE CARS



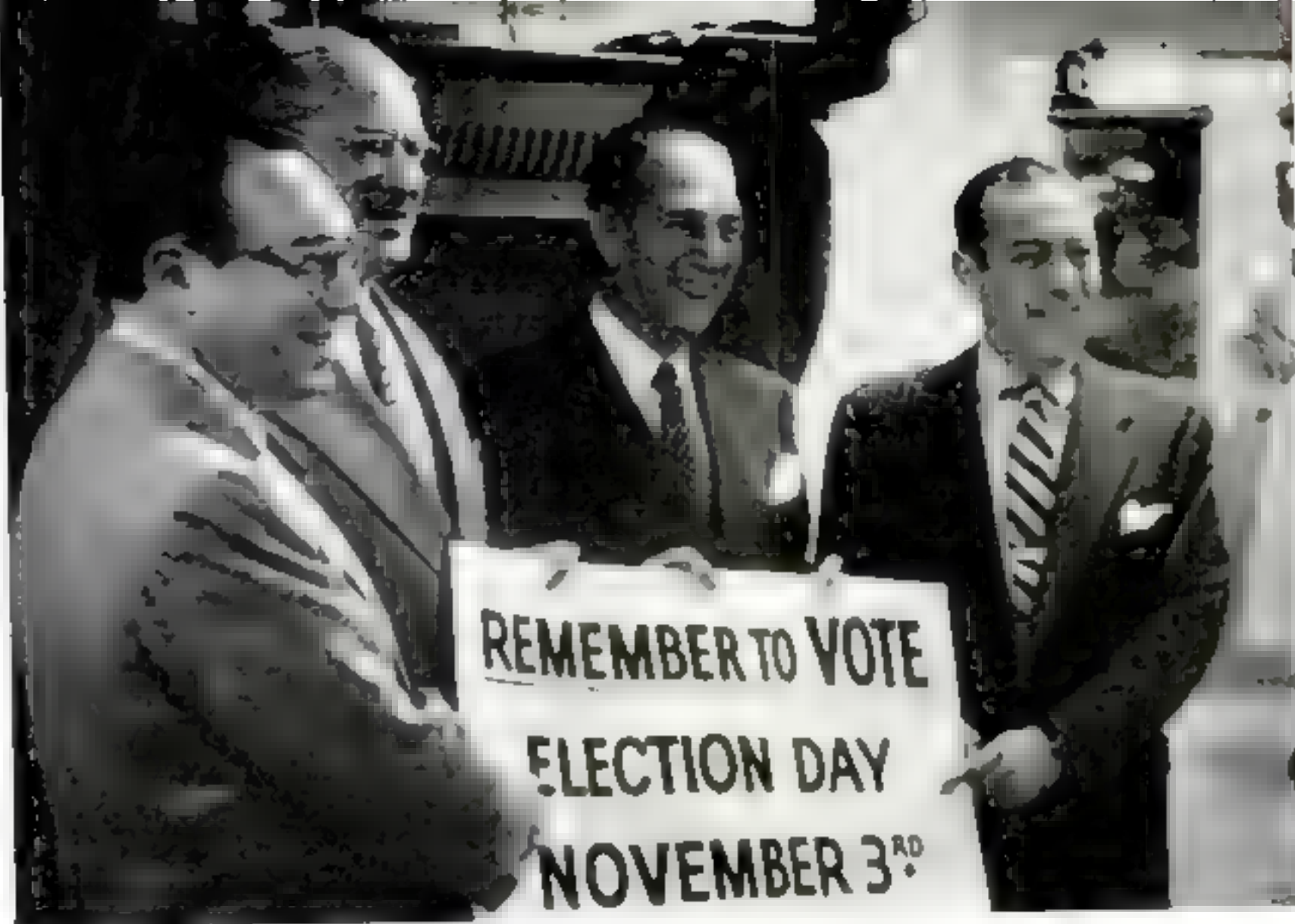
Make a change for the better!

- ★ Better flavor
- ★ Better quality
- ★ Better for your budget

Ask for **Paul Jones**

FRANKFORT DISTILLERS CORP., N. Y. C., BLENDED WHISKEY, 86 PROOF, 72½% GRAIN NEUTRAL SPIRITS

FOUR LITTLE CANDIDATES . . .



ONE GOT BOUNCED



SMILING candidates for mayor of New York City join in a nonpartisan plan. Left to right: Rudolph Halley (L-I Ind.), Harold Riegman (R), Vincent Impellitteri (Experience) and Robert Wagner Jr. (D-City Fusion).

BROODING Impellitteri comments on news that 18,911 of his 21,187 signatures on his petitions have been ruled invalid, removing him from ballot.

. . . AND THEN THERE WERE THREE

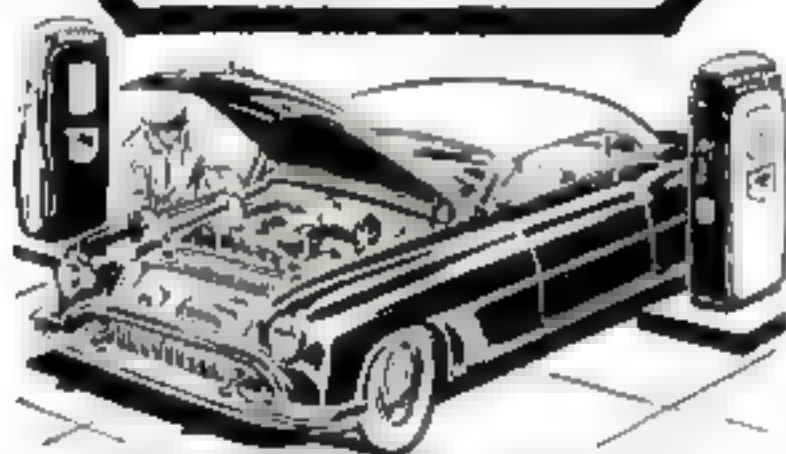


STILL SMILING, the trio of surviving candidates join forces with three halves of their prospective constituents at a meeting during the course of which they all expressed their firm unity toward multiple sclerosis.

WILL YOUR CAR FREEZE UP TONIGHT?

See Your Mobilgas
Dealer and Find Out
with a

Mobil Radiator Check



Don't take chances! Your Mobilgas dealer is ready to check your radiator... protect your car for winter weather with Mobil Permazone or Mobil Freezone. Stop at the Sign of the Flying Red Horse.



Mobil Permazone — Won't evaporate or boil away. One filling lasts all winter in watertight cooling system.

Mobil Freezone — Economical, long-lasting. Guards against rust and corrosion.



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates;
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

New York's Campaign CONTINUED



PILLAR OF STRENGTH, in the shape of Congressman Franklin D. Roosevelt Jr., is clutched by candidate Wagner before a speech in garment district.

NATIONAL FIGURES ON SCENE

Rarely has New York had a less colorful or less distinguished list of candidates. The voters' attention was occupied by famous outsiders drifting across the scene. Riegelman is running on the record of Governor Dewey, Halley on that of the Kefauver committee (for which he was chief counsel in the great television year of 1951), Wagner on that of his friends, like F.D.R. Jr. (above). Closest approach to a dynamic issue came when Wagner claimed that one of Dewey's "closest political associates . . . one of the most important men in the U.S." had tried to get a parole for racketeer Joey Fay. Dewey called Wagner "stupid . . . crazy" and challenged him to name the man, which Wagner couldn't. But with Impellitteri out, Wagner had a chance to pick up many of his votes and despite his blunders was a favorite to win.



DON'T BE HALF A HOST!



For Smoother, Lighter Drinks
Step Up to **KING** Whisky!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37 1/2% STRAIGHT WHISKIES, 62 1/2% GRAIN NEUTRAL SPIRITS, 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



Welsh

"Boodle-Buggy"

Travel Bed — Bassinet Carriage.

CANDY CANE CART

Lifts out easily — goes in the car.

With Sun Visor, Storm Shield and car hooks.

At leading stores.



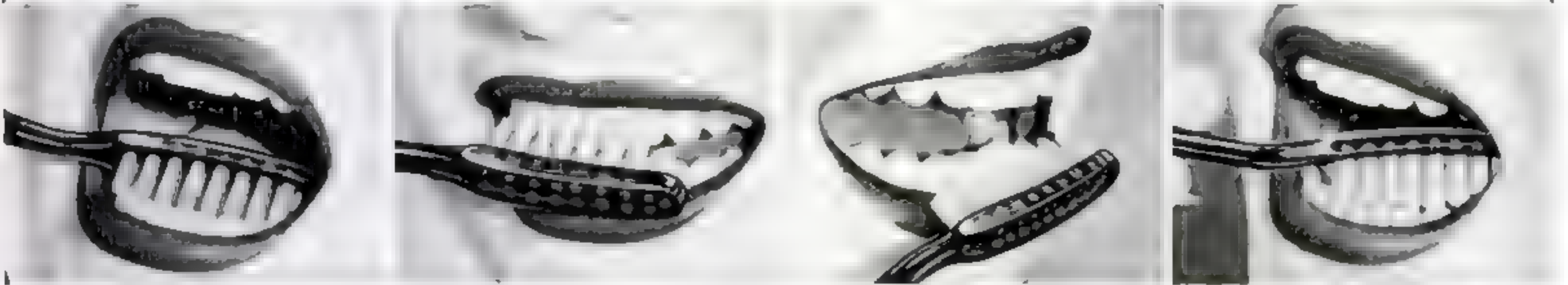
With roomy shopping bag, sunray top, steel frame.

WELSH CO. St. Louis 4, Mo.

WORLD'S LARGEST MANUFACTURER OF FOLDING BABY CARRIAGES

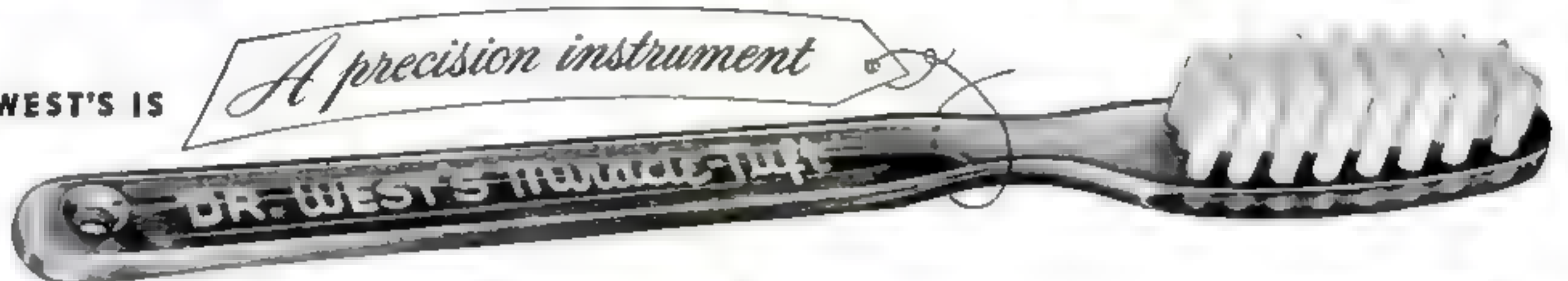
Curved 2 ways! Cleans better 4 ways!

WHERE BAD BREATH LURKS • WHERE DECAY STARTS • WHERE YOUR SMILE SHINES • WHERE FOOD LODGES



ONLY DR. WEST'S IS

A precision instrument



hygienically
sealed-in-glass



60¢



● When you use your first new Dr. West's Miracle-Tuft you'll discover its amazing powers. For you see, this remarkable precision instrument, unlike ordinary toothbrushes, has a brushhead curved two ways so you can reach every surface of every tooth—inside, outside and in between where most bad breath and decay start. What's more, it's sealed in glass for extra protection and guaranteed for a full year. So why be satisfied with less! Get yours today.

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MISS EGYPT'S TOES get a workout before the contest as chiropodist ministers to them in London.

MISS EGYPT'S TALE OF WOE

It adds up to 'We wuz robbed!'

Marina Papaclia, "Miss Egypt," came to London with a simple (but unjustified) faith that her charms would easily get her the title of "Miss World" in an international beauty contest. Miss Egypt quickly ran into misfortune. As she was leaving a lunch her dress fell down, leaving her bare from waist to earring. Stuffy newspapermen wouldn't let her pose for pictures in her acorn-size bikini. On the night of the contest she fainted. Then the judges, one of whom had patronizingly noted her bust as "very good for an Egyptian," angered Miss Egypt further by giving her only third place. The winner was Miss France, who, Miss Egypt proclaimed infuriatedly (*below*), "has no elegance. You should see her in the morning."



WINNER'S SMILE graces Denise Perrier, new Miss World (not to be mixed with Miss Universe).



SHOW OF FRIENDSHIP is assumed by Misses Egypt (*left*), France and Greece (the runner-up).

SERPENT'S TONGUE is turned by Miss Egypt on winner as she shouts "Phooey" in native accent.





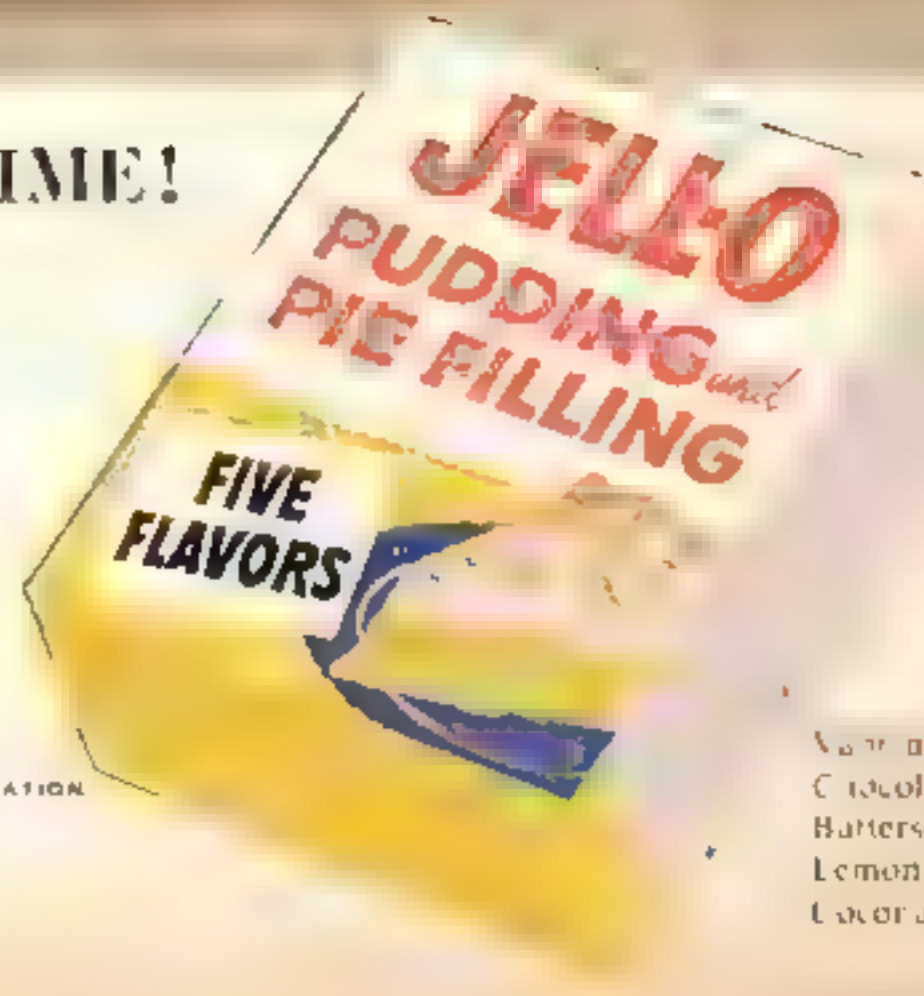
PARTY-PERFECT LEMON PIES IN HALF THE TIME!

1. New lip-smacking lemon flavor . . . in a package!
2. Guaranteed perfect texture every time!
3. Double-feature wonders—make the best puddings or pie fillings ever—for just a few pennies! Have some—soon!



TUNE IN on Bob Hope's "perfect" TV extravaganza on November 17th for "perfect" entertainment.

JELLO IS A REGISTERED TRADE MARK OF GENERAL FOODS CORPORATION



Vanilla
Chocolate
Butterscotch
Lemon
Luscious cream



CANNON "PINK LILAC" sets the color theme for the beautiful rooms on these pages. You can reproduce it exactly with the Cannon towels, sheets, bedspreads and draperies above.

HOW TO DECORATE YOUR BEDROOM



It's easy...it's thrifty...with Cannon towels, sheets, bedspreads and draperies in Related Colors!

It's smart...and it's easy...to be your own decorator with Cannon products in Related Colors, because every Cannon color is part of an entire family of harmonizing and contrasting Cannon colors. What's more, every Cannon *basic* color (for instance, Pink Lilac in these charming rooms) is exactly the same in everything Cannon makes—towels, sheets, bedspreads, draperies. Not lighter, not darker, but exactly the same. No more trotting from store to store to match swatches! In your favorite store, you can get everything you need to give bedroom and bathroom a complete color-lift!

There you'll find a wealth of Cannon towels to choose from—distinctive florals, smart stripes, wonderful sculptured effects, simple borders. You'll find luxurious, long-wearing Cannon Combspun Percale sheets in seven color-fast decorator pastels or white, regular or fitted, with plain or scalloped hems. You'll find stunning Cannon bedspreads with matching draperies. And you'll find them all in a roster of Cannon Related Colors that adapt beautifully to any décor—modern, period or traditional. They're yours to do beautiful things with, no matter how modest your budget. So why not start planning your favorite scheme for bedroom and bath? No matter how you choose to do it you will find the Cannon way smart *and* economical. See the wide choice of Cannon towels, sheets, bedspreads and draperies at your favorite store now.



Cannon Mills, Inc., 70 North Street, New York City 13

CANNON COMBSPUN PERCALE aqua sheets (about \$3.75, twin-bed size) make a handsome foil for Cannon's "Siam" bedspread (about \$7.98) and draperies (about \$7.98). Bathroom continues with splash of aqua in Cannon's "Laurel" towels (bath size, \$2.50) against pink lilac "Cavalier" (bath size, about \$2.25).



EMPIRE ELEGANCE at little cost! Drape Cannon Goodspan Percale sheets above bed (double-bed size, about \$1), add matching "Sunlane" bedspread (\$10.98) and draperies (\$10.98), set marbledized wallpaper into the doors and continue it in bathroom below.

AND BATH LIKE THIS FOR LESS THAN \$50



COLOR CARRIES THROUGH to the bathroom, with rich contrast in towel ensembles of "Florentine," right (bath size, about \$2.25), and "Grand Manner" (bath size, about \$3.50).

A roundup of wonderful flavors!..

WESTERN LIMA BAKE

Delicious, nut-like California Large Limas...
mingled with rich, flavory Hunt's Tomato Sauce

About a dime a plateful!



Gain flavor for your
cooking with Hunt's
Tomato Sauce! *Hunt-for the best*

**WESTERN
LIMA BAKE**
Hunt Style

Baked limas like you've never tasted! ..
They're the big, plump ones from California,
mellow and nut-like, chock-full of food value
AND when you combine them with Hunt's
Tomato Sauce, they drink up the rich tomato
goodness till they fairly burst with wonderful flavor.
Make Western Lima Bake real soon... for about
a dime a plateful! Your family will love it!

1 lb. California Large Dry Limas
1/2 lb. chopped beef
1 medium onion, finely chopped
2 cans Hunt's Tomato Sauce
1/2 cup lima bean water
1 1/2 tsp. salt
3 tbsp. fat
1 tbsp. brown sugar
Dash of poultry seasoning

Soak beans overnight; drain. Cover with boiling
salted water and boil slowly 1 to 2 hours till tender.
Drain, reserving some bean water * Lightly brown
meat and onion in fat, stirring to break into bits.
Add Hunt's Tomato Sauce, bean water, salt, sugar
and poultry seasoning. Place lima beans in casserole.
Cover with sauce. Bake in moderate oven (350° F.)
30 to 35 minutes. Serves 5 to 6.

*Or use 5 to 6 cups canned Cooked Dry Butter Beans.
Free! Booklet of delicious, low-cost recipes.
Write: Box 2012, Terminal Annex, Los Angeles 54, Calif.



Look for Large Dry Limas
in cellophane bags, or as
Cooked Dry Butter Beans in cans



A PRODIGAL AND HIS KIN

Corporal changes mind about Reds



CORPORAL'S "KATE"

One of the 23 U.S. prisoners who chose to stay with the North Koreans changed his mind last week and decided that life in the U.S. was better after all. Reaching a member of the truce delegation, Cpl. Edward Dickenson (*right*) asked to go home. As he entered Panmunjom a reporter called out, "Are any of the others coming down?" Dickenson called back, "More than likely." Asked why he had refused repatriation, Dickenson said he had gotten a "Dear John" letter from a girl saying she was going to marry another man.

On the Dickenson farm at Cracker's Neck, Va. joy was blurred by sorrow. Thinking a news picture showed someone other than Ed, his mother and sister burst into tears. Finally convinced it was Ed, Mrs. Dickenson said he had written another girl, Kate Laney (*above*), asking her to marry him. Kate shyly suggested if he came on home they could talk about it.

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THE CORPORAL, after release at Panmunjom, seemed in good health. The Army promptly flew

him to base hospital at Tokyo for a physical check-up and careful screening before sending him home.



WEEPING RELATIVES, sister Rose Helen and his mother (*right*, with her granddaughter), cannot believe picture they have just seen in a newspaper is Ed.



GOOD TIPS ON CAR INSURANCE SERVICE...

WHEN YOU BOUGHT INSURANCE ON YOUR CAR — was the coverage selected to give you the protection needed in your particular circumstances? Are there gaps in your protection that might be regretted later on? Insurance service *begins* when the policy is first discussed. The Liberty Mutual salesman is paid to serve policyholders, to watch after their interests. He's a salaried man, who works full time for Liberty Mutual — a company owned by its policyholders. The same things are true about the people who handle accident claims — the people ready to aid you quickly when you're in trouble. Read the "8 Advantages" in the box below. Note that you can get this superior insurance service at moderate cost.

8 ADVANTAGES

When you insure with Liberty Mutual, you're ahead on all these vital points:

Financial Rating: AAAAA. Liberty Mutual gets top ranking in Best's Reports, standard insurance guide.

Savings through dividends (currently 15% on car insurance in most states) returned to policyholders regardless of accidents or claims.

Direct Sales Service by full-time company salesman. . . . Look in your telephone book.

Protection in All 48 States. North, South, East, West, you've got friends at hand who know the ropes.

Protection and Service in Canada. Liberty Mutual policies and service protect you in Canada.

Around-the-Clock Claims Service. At any hour of the day or night you can call for help from the full-time Liberty Mutual claims men.

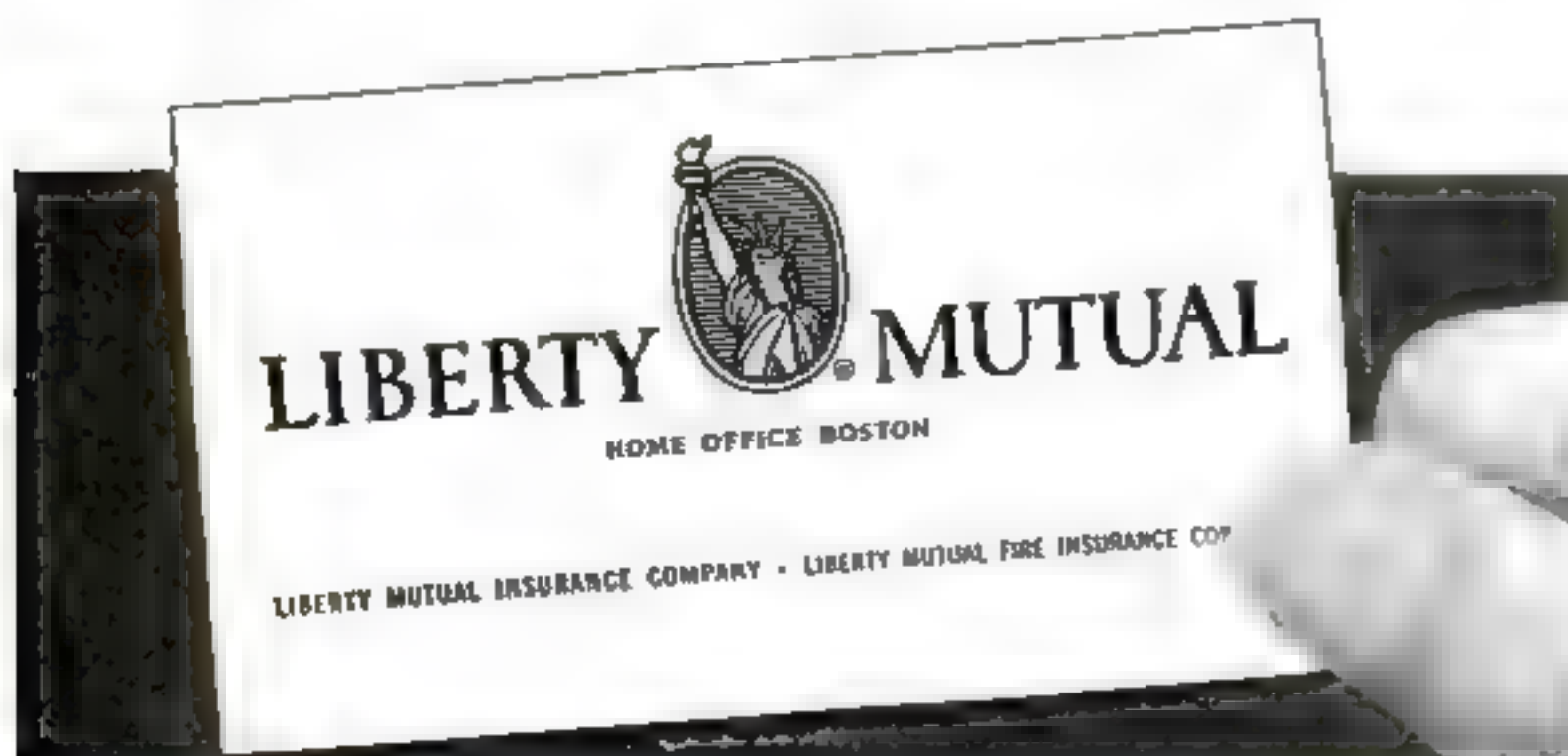
Service Representative always available by phone to give you information on any business day. Never "out."

"One Stop" Insurance Service. Both home and car insurance can be handled by the same efficient representative.

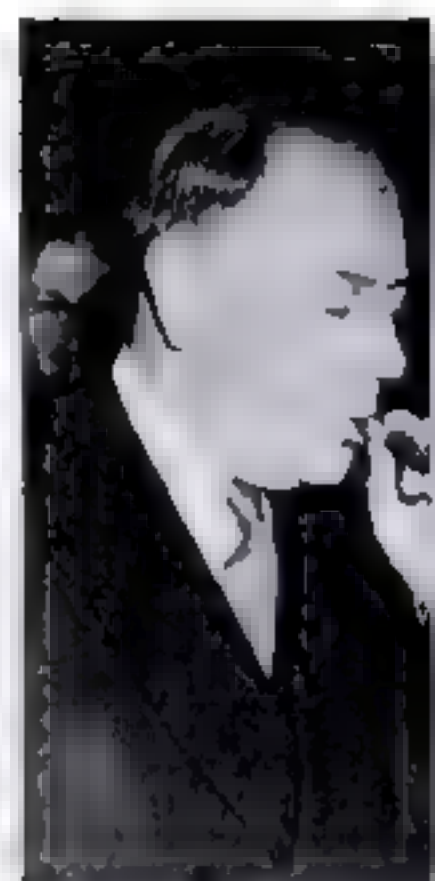


OWNER OF THIS HOUSE SAVED 25% ON FIRE INSURANCE

Another good example of Liberty Mutual efficiency is found in home fire insurance. By insuring careful, responsible home owners, Liberty Mutual Fire Insurance Company has cut down losses considerably. Policyholders benefit in savings. Savings of at least 25% have been returned in the form of dividends for many years. Direct service by Liberty Mutual on fire losses also benefits the policyholder. It's friendly and faster.



EISENHOWER EMBRACES CORTINES, SUHR LIGHTS SCHREIBER'S STOGIE.



LIFE ON THE NEWSFRONTS

Presidents dedicate a dam, Arthur turns sour

At the dedication ceremonies of Falcón Dam on the Rio Grande, President Eisenhower and Mexican President Adolfo Ruiz Cortines toasted each other at the border with champagne and friendly words, then joined in the traditional *abrazo* (above). Said President Eisenhower, the dam—which is the first big two-nation dam in North America—ought to teach the world a lesson on the way neighbor nations should live: in peace, in mutual respect and in common prosperity.

In St. Louis, Police Lieutenant Louis Shoulders, the man who arrested the kidnap-killers of Bobby Greenlease, resigned from the force last week "to save the department from further embarrassment." Shoulders was being questioned, along with other persons connected with the case, to find out if he knew more than he had told about the missing \$300,000 of the ransom money.

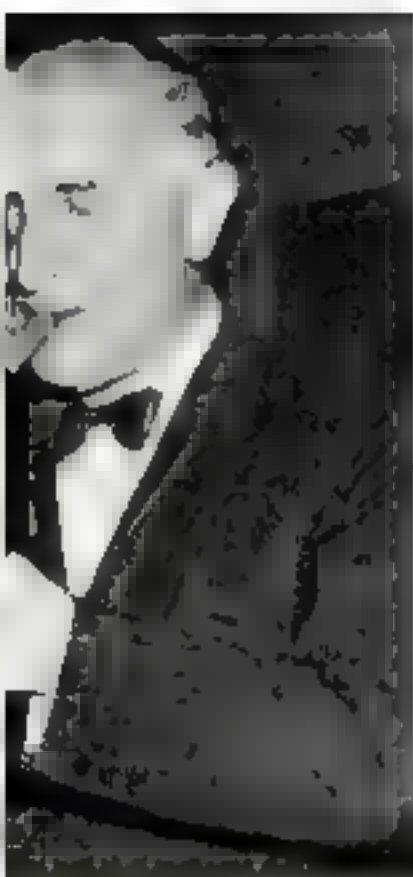
New mayor for Berlin

To fill the place left vacant three weeks ago when Mayor Ernst Reuter died, the West Berlin Chamber of Deputies elected Dr. Walther Schreiber, who headed a Christian Democratic party in East Berlin until the Reds clamped down, forcing him to leave in 1945. He was opposed by Dr. Otto Suhr, the candidate of Mayor Reuter's Socialists. But after the vote, the winning and losing candidates pulled out a couple of cigars (above) and lit up to show that—for the moment at least—campaign differences were forgotten.

In Winchester, Ky., a baby became one of the youngest persons ever to survive a bullet wound. His mother, Virgie McClothen, was helping her husband and her brother, who were trying to round up a team of cantankerous mules by scaring them with pistol shots. But the pistol went off at the wrong time and the bullet hit Mrs. McClothen in the abdomen. She was rushed to the hospital, where doctors set to work to deliver the baby—three weeks prematurely—by Caesarian section. They found the bullet lodged in the baby's head near the brain. But they deftly removed the slug, reported that both mother and child were doing fine and were unlikely to be bothered by any permanent effects from the accident.

Poison gas endangers Kentucky town

Worried Kentuckians asked the government to take away 45,000 gallons of poisonous arsenic trichloride which threatens the little town of Horse Cave with mass poisoning. The chemical once belonged to the Army, which sold it to a private concern. But the company went bankrupt, left the chemical sitting in six tank cars on a railway siding. Now the chemical, has begun to eat its way out of the storage tanks near Horse Cave. If it should mix with water it will turn into a deadly gas. Horse Cavers prayed that it would not rain before somebody took the unwanted stuff off their hands.



AND "BOBO" OLSON WIPES AWAY TEARS AFTER WINNING HIS BIG FIGHT

OF THE WORLD

on a 'little Godfrey,' Laos gets independence

"Bobo" Olson, who grew up in a tough neighborhood in Honolulu and learned how to protect himself in street fights, got in the ring at Madison Square Garden with British Champion Randy Turpin, kept him on the ropes, won by a unanimous decision. Then, as his fist was raised in victory, the tough ex-street-fighter brushed aside a few tears (above) as he realized he was middleweight champion of the world.

Trouble in the Godfrey gang

Arthur Godfrey, who for years has been convincing television and radio fans that he is a sort of amiable father or big brother to them and the rest of world, last week stirred up a controversy by firing one of his "Little Godfreys," the newly popular crooner Julius La Rosa. Julie, said Godfrey, had "lost his humility" and changed into a swell-head from "the scared-to-death, awkward, shy kid" he had once been. He had refused to attend ballet lessons Godfrey had provided and—worst of all—had signed up with a manager and lawyer of his own. Besides all this La Rosa and a girl singer in the show were reported to be carrying on a romance of which Godfrey apparently didn't approve. But when Godfrey read the deluge of mail from fans berating him for firing La Rosa, he began to worry that people might think he had lost some of his own humility. So, swallowing his own words about La Rosa, he told reporters, "I wish I had 10 sons like him." Then he claimed that he had merely fired La Rosa so that the singer could go out and make much more money than he ever could in Godfrey's "starless" show.

France gave full independence to Laos, one of the three nations in Indochina, then signed a treaty by which the newly sovereign state will become a member of the French Union. Subsequently Premier Laniel handed a note to officials of a second Indochinese state, Vietnam, asking whether they would like to follow the example set by Laos.

AEC will build atomic power plant

The Atomic Energy Commission announced the building of the first American electrical power plant running on nuclear fuels. It will be constructed for the government by Westinghouse under the direction of the Navy's atomic expert Admiral Rickover, and it will be placed near Oak Ridge or one of the other atomic installations which require large amounts of electrical power. By using the heat of nuclear fission to operate a steam turbine generator, it will produce about 60,000 kilowatts of power—enough to supply a city of about 50,000. The power plant will be finished by about 1956.

In Connersville, Ind., strikers who had attacked other workers with clubs when they crossed picket lines promised to be good for three days so that 100 state patrolmen guarding the plant could attend to a more urgent piece of business: patrolling the state's busy highways over the weekend.

CONTINUED ON NEXT PAGE



They had their
BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



BALSTON PURINA COMPANY, St. Louis, Mo.



Lunch Box Luck!



Lucky the Lunchers who get Fresher Sandwiches with the Fresher Spread ...all packed in

REYNOLDS WRAP

The Pure Aluminum Foil!

Leading brands of margarine and butter come to you already wrapped in Reynolds Aluminum Foil.

Famous "Good Luck" Margarine is actually double-wrapped in foil. It's the same pure aluminum foil that you use to wrap your sandwiches for all occasions. Right on the package it tells you that this product is "Quality Protected with REYNOLDS WRAP Aluminum Packaging."

Try this for appetizing school, work or party-time sandwiches that stay fresh even if you make them the day before...Stack your sandwiches on a sheet of REYNOLDS WRAP. Bring up the foil, double-fold edges tightly. Then gather up the ends and crimp them tight. Moisture-proof, air-proof, flavor-sealing...more attractive, too!

Jumbo Economy Rolls, 75 feet

Standard 25-foot Rolls

Heavy Duty, half a yard wide



Reynolds Metals Company, Louisville 1, Ky.

See "Mr. Peepers", starring Wally Cox, Sunday, NBC-TV network

LOOK FOR THIS SEAL! On any product it means the manufacturer is using the finest packaging known.



NEWSFRONTS CONTINUED

Waiting in line for lunch in a New York jail, a Yugoslav sailor being held for deportation suddenly produced a lead pipe and slammed it on the head of Robert G. Thompson, the recently captured Red leader. Thompson's skull was fractured and he was taken to a hospital in critical condition. The Yugoslav's action was prompted not by animosity but by the hope that it would postpone his deportation, which it will.

Eisenhower backs Benson

Critics of Secretary of Agriculture Ezra Benson quickened the tempo of their attacks on him, hoping to force the President to fire him while farmers are worrying about the drought. Benson pointed out that the farmers were less panicky than some politicians, and then the President spoke up. He had seen no man more anxious for the welfare of consumers and farmers than Benson, the President said, and he for one was not going to be critical because the Secretary could not produce a miraculous, one-line cure for all the evils. Later, Benson announced he was planning no radical change in the farm program, apparently a guarantee that farmers can count on price supports next year.

Chief Boatswain's Mate Vincent Paladino was on the way home to New Rochelle, N.Y. with his adopted son, a 4½-year-old war orphan named Lee Kyung Soo whom he found on the streets of Inchon. In Hawaii he found that U.S. officials would not admit the boy because his entry visa was not in order. For a while it seemed Paladino and his "son" would have to be separated since the sailor had orders to sail on to the U.S., and the boy would have to be sent back to Asia. Then the Navy came to the rescue. It sent both of them back to Japan by plane so that Paladino could get a proper visa for Lee Kyung Soo to enter this country. Said "Papa" Paladino, who is a bachelor, "I'm going to stay in the Navy 30 years to thank them."



SAILOR AND "SON"

New violence in Arab-Israeli feud

U.N. investigators went to Kibya, Jordan to sift through the rubble of that demolished village and count the bodies of the 66 Arabs killed in the Israeli raid of the week before (LIFE, Oct. 26). The wreckage showed that after the attackers had carefully surrounded the village to trap its inhabitants they had pounded it to pieces with artillery before moving in to dynamite any buildings left standing.

The U.N. Security Council began to study the case and John Foster Dulles announced that because of the raid and because of Israel's defiance of the U.N. order to stop work on a canal which would tap Arab water supplies, the U.S. will withhold \$50 million marked as aid for Israel. As violent retaliation, Jordan raiders derailed an Israeli train. Nobody was hurt but the U.N. armistice commission censured Jordan for "a serious violation of the armistice agreement."



U.N. OBSERVERS IN RUINED VILLAGE PASS KILLED COWS

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Where happy endings start



Isn't this just the ticket for a happy ending? Going Pullman—you end up the way you begin—at a business-like hour in the center of town.

Next time you go—

Take it easy

GO PULLMAN

COMFORTABLE, CONVENIENT AND SAFE

Enjoy the Rail-Auto Travel Plan. Your Ticket Agent will gladly make arrangements.



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CHECKING EQUIPMENT, students go over the bulbs and batteries of the 1,800 flashlights rented for nighttime card tricks. Total cost of display: \$900.

U.C.L.A.'S NIGHTTIME CARD TRICKS

Students perform them with 1,800 flashlights

When sports officials of the University of California at Los Angeles scheduled three night games for their varsity football team this fall, the student cheerleaders decided their card tricks, famous in the afternoon sun, could also be worked at night. They took 1,800 cards, punched eight holes the size of a flashlight head in each, then covered the holes with colored cellophane slides. A student artist worked out picture ideas. At each of the three night games, 26 stunts like those shown on the opposite page were performed. There were no rehearsals. Students who sat in the cheering section found reflectors, flashlights and instruction sheets awaiting them. The stunt leader directed manipulation of the lights by calling numbers over a public address system. Performing static pictures was easy, but animated ones like the hula dancer (top, left) who swung her hips from side to side required perfect coordination and a close attention to the director.



SHINING LIGHTS through colored filters, students produce the brilliant images. Instructions and numbers on back of cards direct placing of lights.

COMPLETELY NEW, COMPLETELY WASHABLE

SANFORIZED

Your new Fieldcrest spread won't shrink more than an imperceptible 1%. Bedspread below, which measured 110 inches when new, is 109 inches after laundering. Draperies, which were 90 inches, are now 89 1/10 inches.



NOW ENJOY EXTRA YEARS OF TROUSSEAU LUXURY AND BEAUTY



YOU CAN TOSS THESE SPREADS AND DRAPERIES IN THE WASHING MACHINE—Forget all the trials and tribulations you've had with ordinary spreads and draperies. Forget all the dollars you've spent for dry-cleaning bills. Now Fieldcrest's Trousseau Luxury spreads and draperies can go right in the washing machine.

For the first time you're free to enjoy all the up-to-the-minute smartness of loomed cotton spreads with no misgivings about shrinkage. If you want timely decorator colors, if you want handsome big-scale patterns, if you want interesting new textures . . . these are the spreads for you.

NO BARE-LEGGED BEDS—Laundry Fieldcrest's new Sanforized bedspreas as often as you like. They won't shrink more than an imperceptible 1%. No more measly turn-over at the top for your pillows. And no more skimpy look at the bottom.

NO SHRUNKEN DRAPERIES—After a dozen laundrings Fieldcrest's Sanforized draperies will still touch the floor. Rainstorms can't shrivel them. City dirt and grime wash out in no time flat.

...SANFORIZED BEDSPREADS BY FIELDCREST

NOT SANFORIZED

The spread without the Sanforized label shown below has lost 14½ inches after laundering, or more than 12% of its original 110 inches. The draperies have shrunk from 90 inches to 74 inches and no longer touch the floor.



LOOK FOR THE SANFORIZED* LABEL ON FIELDCREST SPREADS—\$6.95 AND UP

IDEAL FOR YOUNGSTERS' ROOMS—Now you don't have to shudder when children climb all over the beds. Pets with muddy paws are no major tragedy. Now you can just dump soiled spreads in the washing machine and keep peace in the family.

ANOTHER FIELDCREST FIRST—These are the spreads and draperies you've wanted for your modern, labor-saving home. Spreads and draperies as up-to-date as all the other new household conveniences.

Fieldcrest and only Fieldcrest brings them to you in the whole wide world. Now you can get extra years of beauty, extra service at the same popular prices that you would pay for bedspreads without the Sanforized label. See the new Sanforized bedspreads now at your favorite department store in time for holiday refurbishing. And remember . . . *if the label says Sanforized you know it's a Fieldcrest spread.*

*Reg. U. S. Pat. Off.

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CONTINUING VOLUME VI OF HIS NOBEL PRIZE-WINNING MEMOIRS:

TRIUMPH AND TRAGEDY

By SIR WINSTON CHURCHILL

Russian failure to help Warsaw patriots and fruitless talks about Polish government revealed the cold war was already on

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THE Russian summer offensive of 1944 brought their armies in late July to the river Vistula. The leaders of the Polish Underground Army, which owed allegiance to the London Government, had now to decide when to raise an insurrection against the Germans. The Polish commander, General Bor-Komorowski, and his civilian adviser were authorised by the Polish Government in London to proclaim a general insurrection whenever they deemed fit. The moment indeed seemed opportune. About July 22 the Poles intercepted wireless messages from the German Fourth Panzer Army ordering a general withdrawal to the west of the Vistula. The Russians crossed the river on the same day, and their patrols pushed forward in the direction of Warsaw.

General Bor therefore decided to stage a major rising and liberate the city. He had about forty thousand men, with reserves of food and ammunition for seven to ten days' fighting. The sound of Russian guns across the Vistula could now be heard. At the same time a Communist Committee of National Liberation had been formed in Eastern Poland, and the Russians announced that liberated territory would be placed under its control. Soviet broadcasting stations had for a considerable time been urging the Polish population to drop all caution and start a general revolt against the Germans.

On the evening of July 31 the Underground command in Warsaw got news that Soviet tanks had broken into the German defences east of the city. Russian troops were now at points less than ten miles away. In the capital itself the Polish Underground command ordered a general insurrection at 5 p.m. on the following day. General Bor has himself described what happened: "At exactly five o'clock thousands of windows flashed as they were flung open. From all sides a hail of bullets struck passing Germans, riddling their buildings and their marching formations. In the twinkling of an eye the remaining civilians disappeared from the streets. From the entrances of houses, our men streamed out and

rushed to the attack. In fifteen minutes an entire city of a million inhabitants was engulfed in the fight. The battle for the city was on."

The news reached London next day, and we anxiously waited for more. On August 4 the Germans started to attack from strong-points which they held throughout the city and suburbs. The Polish Government in London told us of the agonising urgency of sending in supplies by air.

I accordingly telegraphed to Stalin: "At urgent request of Polish Underground Army we are dropping, subject to weather, about sixty tons of equipment and ammunition into the south-west quarter of Warsaw, where it is said a Polish revolt against the Germans is in fierce struggle. They also say that they appeal for Russian aid. . . ."

The reply was prompt and grim: ". . . I think that the information which has been communicated to you by the Poles is greatly exaggerated and does not inspire confidence. The Home Army of the Poles consists of a few detachments which they incorrectly call divisions. They have neither artillery nor aircraft nor tanks. I cannot imagine how such detachments can capture Warsaw, for the defence of which the Germans have produced four tank divisions, among them the Hermann Goering Division."

Meanwhile the battle went on street by street against the German "Tiger" tanks, and by August 9 the Germans had driven a

wedge right across the city through to the Vistula, breaking up the Polish-held districts into isolated sectors. The gallant attempts of the R.A.F., with Polish, British, and Dominion crews, to fly to the aid of Warsaw from Italian bases were both forlorn and inadequate.

The Polish Prime Minister, Mikolajczyk, had been in Moscow since July 30 trying to establish some kind of terms with the Soviet Government, which had recognised the Polish Communist Committee of National Liberation as the future administration of the country. Messages from General Bor were reaching Mikolajczyk daily, begging for



THE BATTLE FOR WARSAW

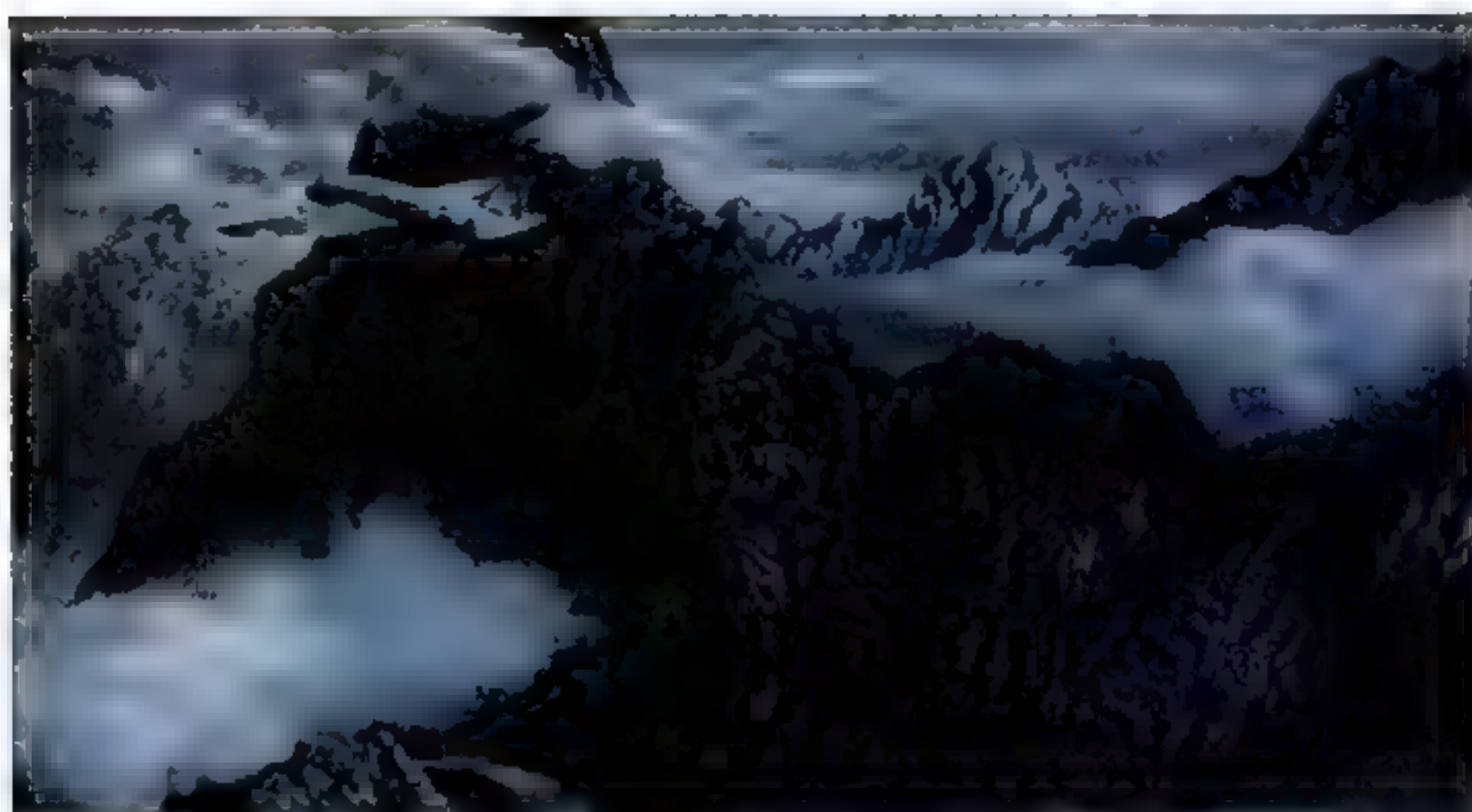
In the holocaust of Warsaw, the city burns as Poles fight German occupation troops. Prudential Insurance Building (left) was a Polish stronghold, withstood German attack throughout the uprising.

CONTINUED ON PAGE 57



'MARTYRDOM OF WARSAW'

This is Sir Winston's phrase for the Warsaw uprising—and the Soviet betrayal—of August 1944. The Red forces, at the city's outskirts, suddenly halted their advance when the inhabitants revolted against the Germans. For 63 days the Russian army stalled outside Warsaw while 15,000 London-sponsored Poles fell in the slaughter. When the Russian advance started again, the Moscow-endorsed "Lublin" Poles took over. This impression of Warsaw's agony was done by Sigmund Menkes, a Polish-born American who made his painting after he learned that his entire family had been lost in the uprising.



A LONELY C-47, PAINTED BY "LIFE" WAR ARTIST TOM LEA, FLIES OVER THE HUMP

ALLIES ASCENDANT IN THE PACIFIC

With the end of the war in sight in Europe, the first signs of victory were appearing strongly in the Pacific. For nearly three years Allied transport planes had been ferrying supplies to cut-off China over "the Hump" of Himalayan mountains (*above*). Now Allied troops fought through to the Burma Road and Sir Winston writes, "The

land route to China . . . was open again."

The sea war was going even better. "From the Bay of Bengal to the Central Pacific," Sir Winston writes, "Allied maritime power was in the ascendant." And of MacArthur on his way back to the Philippines: "On October 20 the Americans landed on Leyte. At first all went well. Resistance on shore was

weak . . . and General MacArthur's troops began their advance. . . . The crisis however was still to come." In a last desperate attack, the entire Japanese fleet attacked the Allied Navy off the island of Leyte. They failed. "The Battle of Leyte Gulf was decisive," Sir Winston records. ". . . the Americans had conquered the Japanese Fleet."



CATHEDRAL ENCAMPMENT on Leyte was painted by LIFE War Artist Paul Sample at Palo, south of Tacloban, as the Allies beat back the Japanese. After the Americans had driven the Japanese out of the city,

crowds of Filipinos milled about among the tanks, tents and foxholes of the GIs in the square and prayed beside the American wounded, for whom the cathedral had been transformed into a temporary evacuation hospital.

'THE OFFER OF THE BRITISH FLEET HAS BEEN MADE . . .'

Chief topic at the second Quebec Conference, Sept. 11 to 17, was the question of British participation in the Pacific. Sir Winston describes how he made the offer of the British Fleet, and how he forced the hand of the reluctant U.S. Navy head to get it accepted:

"The time had now come for the liberation of Asia, and I was determined that we should play our full and equal part in it. What I feared most at this stage of the war was that the United States would say in after-years, 'We came to your help in Europe and you left us alone to finish off Japan.' We had to regain on the field of battle our rightful possessions in the Far East, and not have them handed back to us at the peace table. . . . The offer I now made was for the British main fleet to take part in the major operations against Japan under United States Supreme Command. We should have available a powerful and well-balanced force.

" 'I should like,' said the President, 'to see the British Fleet wherever and whenever possible.'

"Admiral King said that a paper had been prepared for the Combined Chiefs of Staff, and the question was being actively studied.

" 'The offer of the British Fleet has been made,' I repeated. 'Is it accepted?'

" 'Yes,' said Mr. Roosevelt."



CHURCHILL GREETES F.D.R. JUST BEFORE CONFERENCE

CHURCHILL'S MEMOIRS CONTINUED

ammunition and anti-tank weapons and for help from the Red Army. Meanwhile the Russians pressed for agreement upon the post-war frontiers of Poland and the setting up of a joint Government.

On the night of August 16 Vyshinsky asked the United States Ambassador in Moscow to call, and, explaining that he wished to avoid the possibility of misunderstanding, read out the following astonishing statement: "The Soviet Government cannot of course object to English or American aircraft dropping arms in the region of Warsaw, since this is an American and British affair. But they decidedly object to American or British aircraft, after dropping arms in the region of Warsaw, landing on Soviet territory, since the Soviet Government do not wish to associate themselves either directly or indirectly with the adventure in Warsaw."

I appealed to the President: "An episode of profound and far-reaching gravity is created by the Russian refusal to permit American aircraft to bring succour to the heroic insurgents in Warsaw, aggravated by their own complete neglect to provide supplies by air when only a few score of miles away. If, as is almost certain, a wholesale massacre follows the German triumph in that capital no measure can be put upon the full consequences that will arise.

"I am prepared to send a personal message to Stalin if you think this wise, and if you will yourself send a separate similar message. Better far than two separate messages would be a joint message signed by us both. . . ."

Two days later we sent the following joint appeal, which the President had drafted:

"We are thinking of world opinion if the anti-Nazis in Warsaw are in effect abandoned. We believe that all three of us should do the utmost to save as many of the patriots there as possible. We hope that you will drop immediate supplies and munitions to the patriot Poles in Warsaw, or will you agree to help our planes in doing it very quickly? . . ."

This was the reply we got: "I have received the message from you and Mr. Roosevelt about Warsaw. I wish to express my opinions.

"Sooner or later the truth about the group of criminals who have embarked on the Warsaw adventure in order to seize power will become known to everybody. These people have exploited the good faith of the inhabitants of Warsaw, throwing many almost unarmed people against the German guns, tanks, and aircraft.

"From the military point of view, the situation which has arisen, by increasingly directing the attention of the Germans to Warsaw, is just as unprofitable for the Red Army as for the Poles. . . . There can be no doubt that the Red Army is not sparing its efforts to break the Germans round Warsaw and to free Warsaw for the Poles. That will be the best and most effective help for the Poles who are anti-Nazis."

Meanwhile the agony of Warsaw reached its height.

August 24, 1944

Prime Minister to President Roosevelt

"The following is an eye-witness account of the Warsaw rising. A copy has already been given to the Soviet Ambassador in London.

"August 11: The German tank forces during last night made determined efforts to relieve some of their strong-points in the city. . . . In most cases the attempts failed, so the tank crews vented their disappointment by setting fire to several houses and shelling others from a distance. In many cases they also set fire to the dead, which litter the streets in many places. . . .

"August 15: . . . All quarters of the town are under shell fire, and there are many fires. Everyone wants to fight and will fight, but the uncertainty of a speedy conclusion is depressing."

The battle also raged literally underground. The only means of communication between the different sectors held by the Poles lay through the sewers. The Germans threw hand grenades and gas bombs down the manholes. Battles developed in pitch-darkness between men waist-deep in excrement, fighting hand to hand at times with knives or drowning their opponents in the slime.

I tried again:

August 25, 1944

Prime Minister to President Roosevelt

"As Stalin's reply evades the definite questions asked and adds nothing to our knowledge, I propose a reply on the following lines:

"[*Begins.*] 'We earnestly desire to send U.S. aircraft from England. Is there any reason why the refuelling ground assigned to us behind the Russian lines should not be used by them to land on without inquiry as to their activities on the way? In this way your Government could preserve the principle of dissociation from this particular episode. Our sympathies are aroused for these "almost unarmed people" whose special faith has led them to attack German tanks, guns, and planes, but we are not concerned to form a judgment about the persons who instigated the rising, which was certainly called for repeatedly by Moscow Radio. . . . We therefore propose to send the aircraft unless you directly forbid it.' [*Ends.*]

"In the event of his failing to reply to this my feeling is that we ought to send the planes and see what happens. . . ."

The reply was adverse. "I do not consider it would prove advantageous to the long-range general war prospect for me to join with you in the proposed message to Stalin, but I have no objection to your sending such a message if you consider it advisable to do so. In arriving at this conclusion I have taken into consideration Uncle J.'s present attitude towards the relief of the Underground forces in Warsaw, . . . his definite refusal to allow the use by us of Russian airfields for that purpose, and the current American conversations on the subject of the subsequent use of other Russian bases."

On September 10, after six weeks of Polish torment, the Kremlin appeared to change their tactics. That afternoon shells from the



MET BY MOLOTOV, CHURCHILL ARRIVES FOR MOSCOW CONFERENCE IN CIVILIAN CLOTHES. CHANGING TO UNIFORM,



CHURCHILL'S MEMOIRS CONTINUED

Soviet artillery began to fall upon the eastern outskirts of Warsaw, and Soviet planes appeared again over the city. Polish Communist forces, under Soviet orders, fought their way into the fringe of the capital. They wished to have the non-Communist Poles destroyed to the full, but also to keep alive the idea that they were going to their rescue. Meanwhile, house by house, the Germans proceeded with their liquidation of Polish centres of resistance throughout the city. A fearful fate befell the population. Many were deported by the Germans. Famine reigned. Out of a population of a million nearly 200,000 had been stricken.

When the Russians entered the city on January 17 they found little but shattered streets and the unburied dead. Such was their liberation of Poland, where they now rule.

I FELT the need of another personal meeting with Stalin, whom I had not seen since Teheran, with whom, in spite of the Warsaw tragedy, I always considered one could talk as one human being to another. The Russian armies were now pressing heavily upon the Balkan scene, and Roumania and Bulgaria were in their power. Communism raised its head behind the thundering Russian battle-front. Russia was the Deliverer, and Communism the gospel she brought.

I had never felt that our relations with Roumania and Bulgaria in the past called for any special sacrifices from us. But the fate of Poland struck us keenly. For Poland we had entered the war; her Government had taken refuge in London, and we considered ourselves responsible for its restoration to its own country, if that was what the Poles really wished. In the main these feelings were shared by the United States, but they were very slow in realising the upsurge of Communist influence, which slid on before, as well as followed, the onward march of the mighty armies directed from the Kremlin. I hoped to take advantage of the better relations with the Soviets to reach satisfactory solutions of these new problems opening between East and West. I realised that we could only reach good decisions with Russia while we had the comradeship of a common foe as a bond. But Hitler and Hitlerism were doomed; and after Hitler what?

Accordingly I telegraphed Stalin on September 27 that I would gladly come to Moscow and go into these plans together with him. Stalin replied with a cordial invitation:

"... I warmly welcome your wish to come to Moscow in October. We shall have to consider military and other questions, which are of great importance. I and Molotov send you our best wishes."

Eden and I with Brooke and Ismay started in two planes on the

night of October 5. We alighted at Moscow on the afternoon of October 9. We were lodged in Moscow itself, with every care and comfort. At ten o'clock that night we held our first important meeting in the Kremlin. There were only Stalin, Molotov, Eden, and I, with Major Birse and Pavlov as interpreters. It was agreed to invite the Polish Prime Minister, M. Romer, the Foreign Minister, and M. Grabski, a grey-bearded and aged academician of much charm and quality, to Moscow at once. I telegraphed accordingly to M. Mikolajczyk that we were expecting him and his friends for discussions with the Soviet Government and ourselves, as well as with the Lublin Polish Committee.

The moment was apt for business, so I said to Stalin, "Let us settle about our affairs in the Balkans. Your armies are in Roumania and Bulgaria. We have interests, missions, and agents there. Don't let us get at cross-purposes in small ways. So far as Britain and Russia are concerned, how would it do for you to have ninety per cent

CHURCHILL ON APES,

Winston Churchill's private memoranda contain directives and passing comments that add a personal touch to his grand narrative of the war.

Well aware of a British superstition that when the last ape is gone from Gibraltar the fortress will fall, he sent off this succinct directive to the Colonial Secretary: "The establishment of the apes on Gibraltar should be twenty-four, and every effort should be made to reach this number as soon as possible and maintain it thereafter."

Worried over postwar housing, he sent an order to his Secretary of the Cabinet: "... Nearly five months have been wasted exhibiting our designs to the fastidious criticism of housing faddists, local authorities, Members of Parliament, etc. ... If we are not careful we shall be so busy over design that we shall finish up with Nissen huts."

The Prime Minister was in the midst of the controversy with Stalin over aid to the Warsaw patriots. Here are his private thoughts on the dilemma of the hour:

"... I should have liked to say [to Stalin], 'We are sending our aeroplanes to land in your territory, after delivering supplies to Warsaw. If you do not treat them properly all convoys will be stopped from this moment by us.' But the reader of these pages in after-years must realise



HE MEETS WITH UNIFORMED MARSHAL STALIN. BOTH STILL WEAR THEIR UNIFORMS AS STALIN SEES HIS GUEST OFF

predominance in Roumania, for us to have ninety per cent of the say in Greece, and go fifty-fifty about Yugoslavia?" While this was being translated I wrote out on a half-sheet of paper:

| | |
|-------------------------|--------|
| Roumania | |
| Russia | 90% |
| The others | 10% |
| Greece | |
| Great Britain | 90% |
| (in accord with U.S.A.) | |
| Russia | 10% |
| Yugoslavia | 50-50% |
| Hungary | 50-50% |
| Bulgaria | |
| Russia | 75% |
| The others | 25% |

I pushed this across to Stalin, who had by then heard the transla-

tion. There was a slight pause. Then he took his blue pencil and made a large tick upon it, and passed it back to us. It was all settled in no more time than it takes to set down.

Of course we had long and anxiously considered our point, and were only dealing with immediate war-time arrangements. All larger questions were reserved on both sides for what we then hoped would be a peace table when the war was won.

After this there was a long silence. The pencilled paper lay in the centre of the table. At length I said, "Might it not be thought rather cynical if it seemed we had disposed of these issues, so fateful to millions of people, in such an offhand manner? Let us burn the paper." "No, you keep it," said Stalin.

In the evening of October 11 Stalin came to dine at the British Embassy. This was the first time that the British Ambassador had succeeded in making such an arrangement. Every precaution was taken by the police. One of my guests, M. Vyshinsky, on passing some of the N.K.V.D. armed guards on our staircase, remarked, "Apparently the Red Army has had another victory. It has occupied the British Embassy." Till the small hours of the morning we ranged over the whole field of discussion in an informal atmosphere.

At five o'clock on the evening of October 13 we had our meeting to hear Mikolajczyk and his colleagues put their case. These talks were held as a preparation for a further meeting at which the British and American delegations would meet the Lublin Poles. I pressed Mikolajczyk hard to consider two things: it was essential for them to make contact with the Polish Committee and to accept the Curzon Line* as a working arrangement, subject to discussion at the Peace Conference.

At ten o'clock the same evening we met the so-called Polish Committee of National Liberation. It was soon plain that the Lublin Poles were mere pawns of Russia. For instance, M. Bierut, the leader, spoke in these terms: "We are here to demand on behalf of Poland that Lvov shall belong to Russia. This is the will of the Polish people." When this had been translated from Polish into English and Russian I looked at Stalin and saw an understanding twinkle in his expressive eyes, as much as to say, "What about that for our Soviet teaching!"

The whole conference lasted over six hours, but the achievement was small.

*The Curzon Line, named after Lord Curzon, then British Foreign Secretary, was proposed by the British in 1920. It extends from Grodno, near the Lithuanian border in the north, down to the Carpathians near the border of Czechoslovakia and Romania. The Poles eventually won a line further east. In accepting the Curzon Line in 1945 the Poles were giving up some 70,000 square miles of land.

THE SWISS AND BEER

that everyone always has to keep in mind the fortunes of millions of men fighting in a world-wide struggle, and that terrible and even humbling submissions must at times be made to the general aim. I did not therefore propose this drastic step. . .

Such major problems could not keep Prime Minister Churchill's attention from the details of the war everywhere. To the Secretary of State for War he sent a directive: "A serious appeal was made to me by General Alexander for more beer for the troops in Italy. The Americans are said to have four bottles a week, and the British rarely get one . . ."

The above problem took a month to solve, but solved it was, as shown by a second message to the Secretary of State for War: "Good. Press on. Make sure that the beer—four pints a week—goes to the troops under the fire of the enemy before any of the parties in the rear get a drop."

When Stalin said, "The Swiss are swine," Prime Minister Churchill's ire was aroused. He sent a strong note to his Foreign Secretary: "I put this down for record. Of all the neutrals, Switzerland has the greatest right to distinction. . . I was astonished at U.J.'s savageness against her, and, much though I respect that great and good man, I was entirely uninfluenced by his attitude. I am sure we ought to stand by Switzerland, and we ought to explain to U.J. why it is we do so. . ."



STEAKS

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GAS RANGE FEATURE



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You'll get professional results every time when you broil on *Magic Chef*. The secret's in the "magic-ray" charcoal-hot radiants, that broil 40% faster, give off deep penetrating red rays over the entire broiler area. And, the waist high Swing Out Broiler is so easy to use and to clean. The door protects from spatters, no bending or stooping. Broiling's fun on a *Magic Chef*. See it today!

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demonstrate this feature Monday Morning on TV—"today"



Does your old stove have this MODERN COOKING FEATURE?

Change Your Range

change to a new *Magic Chef* gas range during "Old Stove Round Up" Time!



CONFLICTING CLAIMANTS

At the center of the controversy which precipitated the Moscow meeting were these Polish leaders and their conflicting claims to govern Poland. Boleslaw Bierut (*left*) led the Red-sponsored Poles based at Lublin in Soviet-held territory, Stanislaw Mikolajczyk (*right*) led the group based in London and recognized by the Western Allies. Both flew to Moscow for fruitless discussions. Meanwhile General Bor-Komorowski (*center*), who was affiliated with the London Poles, was captured and imprisoned by the Germans.

CHURCHILL'S MEMOIRS CONTINUED

As the days passed only slight improvement was made with the festering sore of Soviet-Polish affairs. The London Poles were willing to accept the Curzon Line "as a line of demarcation between Russia and Poland." The Russians insisted on the words "as a basis of frontier between Russia and Poland."

Neither side would give way. Mikolajczyk declared that he would be repudiated by his own people, and Stalin at the end of a talk of two hours and a quarter which I had with him alone remarked that he and Molotov were the only two of those he worked with who were favourable to dealing "softly" with Mikolajczyk. I was sure there were strong pressures in the background, both party and military.

Stalin did not think it desirable to proceed with an attempt to form a united Polish Government without the frontier question being agreed. In all the circumstances the best course was for the two Polish delegations to return whence they had come.

On the 14th we had a most interesting and successful military discussion at the Kremlin.

There was no doubt whatever that the Soviets intended to enter the war against Japan as soon after the defeat of Germany as they could collect the necessary forces and supplies in the Far East. Stalin would not commit himself definitely to a date. He spoke of a period of "several months" after the German defeat. We got the impression that this might be interpreted as about three or four. The Russians agreed to an immediate start in building up stocks of food and fuel in their Far Eastern oilfields. Stalin did not seem anxious about the effect of these preparations on the Japanese. In fact, he hoped they would make a "premature attack," as this would encourage the Russians to fight their best. "The Russians," he remarked, "would have to know what they were fighting for."

On the 15th I had a high temperature and could not attend the second military meeting, which was held in the Kremlin that evening. Eden took my place. Harriman was there to represent the U.S. The only subject discussed was Soviet participation against Japan and substantial conclusions were reached.

Stalin first of all agreed that we should concert our war plans. He asked for United States help in building up a two to three months' reserve of fuel, food, and transport in the Far East, and said that if this could be done and the political issues could be clarified the U.S.S.R. would be ready to attack Japan about three months after Germany had been defeated. He also promised to prepare airfields in the maritime provinces for the United States and Soviet Strategic Air Forces, and to receive American four-engined planes and instructors without delay. Meetings between the Soviet and American military staffs in Moscow would begin at once, and he promised to take part in the first one himself.

There is no doubt that in our narrow circle we talked with an

CONTINUED ON PAGE 52

WIN and the whole school will cheer you!

You'll have the whole school cheering when you win one of these 103 prizes for yourself and favorite high school! For prizes go to both the individual winners and the high schools they select! And look at the prizes . . . the trip to Miami for you and the team! . . . big cash awards . . . valuable savings bonds. So read the easy rules and get started! Whether you're a boy or girl student or grown-up football fan . . . you can win! Remember, when you win, the whole school wins with you!



NOTE: This contest is subject to High School Athletic Association rulings in each state. If the football team is unable to make the trip, you may go anyway and take a companion of your choice—and an extra \$7500 cash will be given to your favorite school, to be used in any way local school authorities deem proper and desirable (such as for a scholarship fund or for the athletic fund).

Win Free Trips

for yourself and favorite high school football team* to Miami's

ORANGE BOWL GAME

or alternate cash prize for school as contained above

1st
PRIZE

35 ALL-EXPENSE TRIPS
Plus \$2,500 Cash for your School and
\$1,000 U.S. Savings Bond for You

Fly in a Delta-C & S new Super Convair!

Meet coaches and captains of both teams!

See Orange Bowl Game from 50-yard line!

Ride on Kellogg float in Orange Bowl Parade!

ANYONE CAN WIN...HERE'S HOW

Your favorite school may be big or small . . . your team a winner or loser . . . yet you have an equal chance to win! Just tell us in a few simple statements why you think the team should go to the Orange Bowl Game. Maybe your team has shown unusual spirit, sportsmanship

and courage. Perhaps they had difficulties to overcome like shortages of equipment or players. Or maybe you liked the way your team played when the chips were down . . . how they reacted to either success or bad luck. Think it over and get started today.



Enjoy 3 fun-filled days and nights in Miami, with accommodations at the glamorous Robert Clay Hotel.

**2ND
PRIZE**

\$500 U. S. SAVINGS
BOND FOR YOU AND
\$1500 IN CASH FOR YOUR
SCHOOL'S ATHLETIC FUND.

**3RD
PRIZE**

\$100 U. S. SAVINGS BOND
FOR YOU AND \$1000 IN
CASH FOR YOUR SCHOOL'S
ATHLETIC FUND.

**100
ADDITIONAL PRIZES**

A \$25 BOND TO EACH PERSON
SUBMITTING ONE OF 100 NEXT
BEST ENTRIES—PLUS \$100 CASH
TO HIS SCHOOL'S ATHLETIC FUND.



EASY CONTEST RULES

1. Using 100 additional words or less, complete this statement: "I think the (school name) high school team of (town & state) should go to the Miami Orange Bowl Game, January 1, 1954, because . . ." Print or write clearly on one side of plain paper, 6" x 9" or larger. Print your name and address in upper right-hand corner of each sheet. Entry must be work of contestant.

2. Submit as many entries as you like,

but each must be accompanied by tops from two packages of Kellogg's Corn Flakes or Kellogg's Pep—or one box top from each. Mail to Kellogg's Orange Bowl, Box 7738, Chicago 77, Illinois. Entries must be postmarked not later than midnight, November 30, and received by December 7, 1953.

3. Contest open to anybody residing in the Continental United States, except those employed by the Kellogg Company, its subsidiaries, its advertising agency, and their families.

4. Entries will be judged on basis of interest, sincerity and factual content by Lloyd Herrold Co., an impartial agency. Judges' decisions final. Duplicate prizes awarded in case of ties. Entries become property of Kellogg—none returned. 5. Winners will be notified by mail. Lots of winners available about 60 days after contest closes to those sending stamped, self-addressed envelope. 6. Contest subject to all federal, state and local regulations, including those of school athletic associations.



The Golden Touch of Hospitality



THIS is the golden-hued gin that flatters the discerning taste of guest and host alike. Its unsurpassed smoothness suggests that it makes a far more hearty, dry and pleasant-tasting drink.

In a Seagram Martini—a *golden dry* Martini—the pleasant taste of Seagram's Gin adds its Golden Touch to make every occasion a memorable one.

And in the popular Seagram Seabreeze—Seagram's *golden* Gin and Tonic—the smooth character of Seagram's Gin makes a wonderfully delightful drink.

Add the Golden Touch to *your* hospitality—serve Seagram's Gin. Of course, you expect to pay a little more for it.



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FROM THE HOUSE OF SEAGRAM

AS MODERN AS TOMORROW
DISTILLED FROM AMERICAN GRAIN 90 PROOF
SEAGRAM-DISTILLERS CORP., NEW YORK, N. Y.

CHURCHILL'S MEMOIRS CONTINUED

ease, freedom, and cordiality never before attained between our two countries. Stalin made several expressions of personal regard which I feel sure were sincere. But I became even more convinced that he was by no means alone. As I said to my colleagues at home, "Behind the horseman sits black care."

At the end of the Moscow conference, Prime Minister Churchill cabled a full report to President Roosevelt. The reply he received reminded him that the President was in the midst of a hotly contested political campaign.

October 22, 1944

President Roosevelt to Prime Minister

"I am delighted to learn of your success at Moscow in making progress toward a compromise solution of the Polish problem.

"When and if a solution is arrived at I should like to be consulted as to the advisability from this point of view of delaying its publication for about two weeks. You will understand. . . ."

GENERAL EISENHOWER, in accordance with previous and agreed arrangements, assumed direct command of the land forces in Northern France on September 1. He disposed of five armies in all. This great array was driving before it the remnants of the German armies in the West, who were harassed day and night by our dominating air forces. The enemy were still about seventeen divisions strong, but until they could re-form and were reinforced from the homeland there was little fight left in most of them.

Eisenhower planned to thrust north-eastwards in the greatest possible strength and to the utmost limit of his supplies. The main effort was to be made by the British Twenty-first Army Group, whose drive along the Channel coast would not only overrun the launching sites of the flying bomb, but also take Antwerp. Without the vast harbour of this city no advance across the lower Rhine and into the plains of Northern Germany was possible. The Twelfth U.S. Army Group was also to pursue the enemy, its First Army keeping abreast of the British, while the remainder, bearing eastwards towards Verdun and the upper Meuse, would prepare to strike towards the Saar.

Montgomery made two counter-proposals, one in late August that his Army Group and the Twelfth U.S. Army Group should strike north together with a solid mass of nearly forty divisions, and the second on September 4, that only one thrust should be made, either towards the Ruhr or the Saar. Whichever was chosen the forces should be given all the resources and maintenance they needed. He urged that the rest of the front should be restrained for the benefit of the major thrust, which should be placed under one commander, himself or Bradley as the case might be. He believed it would probably reach Berlin, and considered that the Ruhr was better than the Saar.

But Eisenhower held to his plan. Germany still had reserves in the homeland, and he believed that if a relatively small force were thrust far ahead across the Rhine it would play into the enemy's hands.

Strategists may long debate these issues.

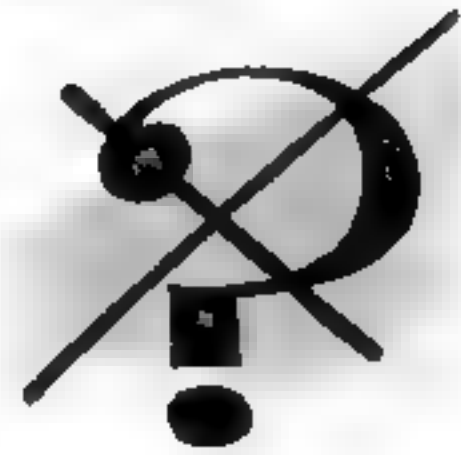
Eisenhower considered the crossing of the lower Rhine so valuable a prize that he gave it priority over clearing the shores of the Scheldt estuary and opening the port of Antwerp. Montgomery was given additional American transport and air supply. His plan was to seize a bridgehead at Arnhem by the combined action of airborne troops and the XXXth Corps. The preparations for this daring stroke, by far the greatest operation of its kind ever attempted up to that time, were complicated and urgent, because the enemy were growing stronger every day. However, on the 17th the leading elements of the three divisions were well and truly taken to their destinations by the fine work of the Allied air forces.

At first the news from Arnhem was scarce, and when a fuller report came in, the news was bad. The Battle of Arnhem was not victorious. But the heavy risks that were taken were justified by the great prize so nearly in our grasp. Had we been more fortunate in the weather, which turned against us at critical moments and restricted our mastery in the air, it is probable that we should have succeeded. No risks daunted the brave men, including the Dutch Resistance, who fought for Arnhem.

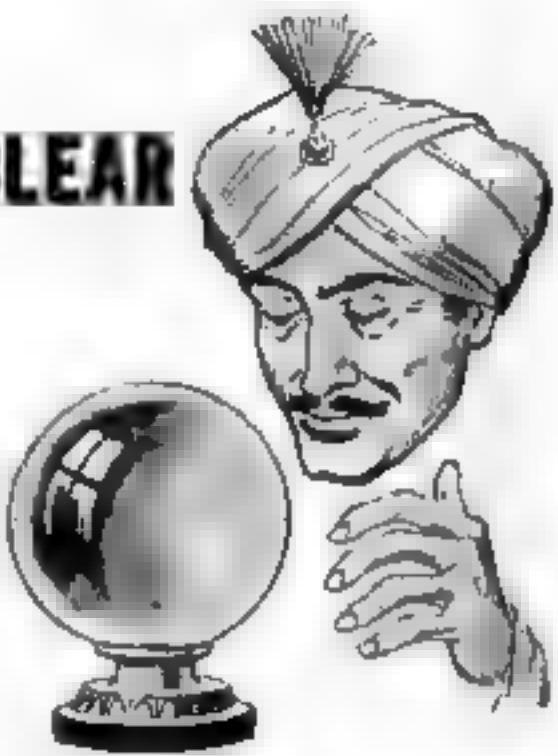
Clearing the Scheldt estuary and opening the port of Antwerp

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NO QUESTION ABOUT WHAT YOU SAID



THE FACTS ARE CRYSTAL CLEAR

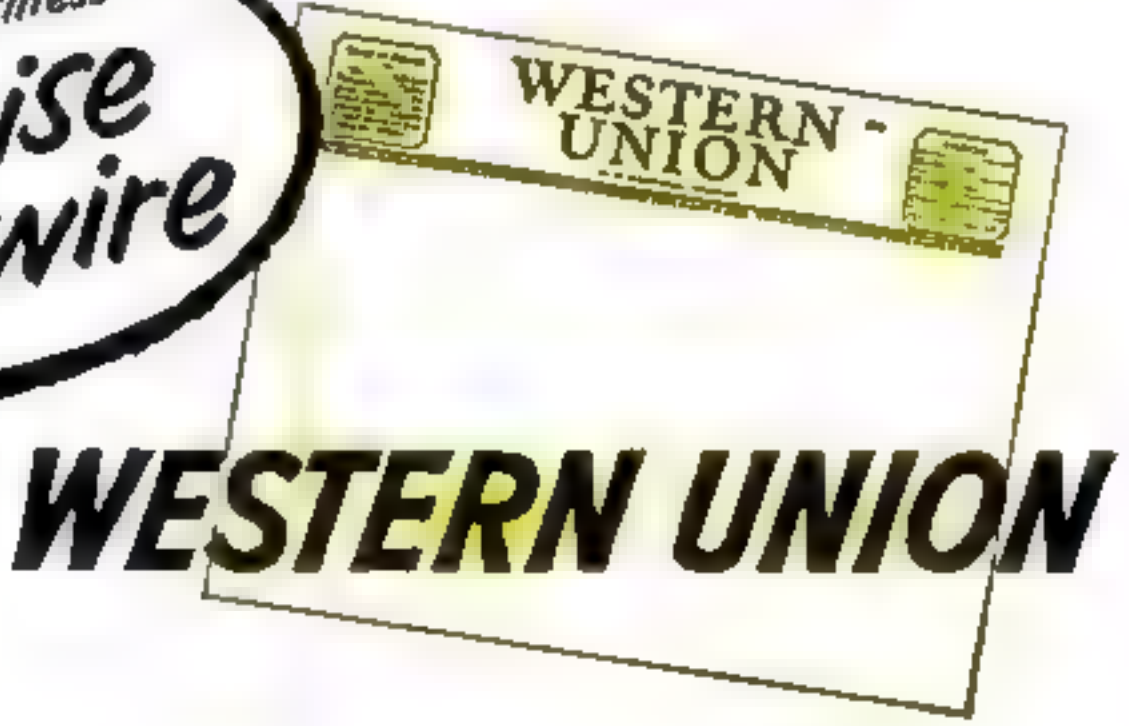


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JUST PUT THIS DUNHILL HOLDER . . . BETWEEN YOU AND YOUR CIGARETTE

AND SUDDENLY . . . SMOKING MAKES A LOT MORE SENSE.

CIGARETTES TASTE BETTER . . . BECAUSE THE "GUNK" IS GONE!

The instant you put your cigarette—any cigarette—in this Dunhill holder, smoking becomes *cleaner, safer, more pleasurable.*

The exclusive Denicotea crystal filter purifies the smoke as no ordinary cotton, paper, or fiber type of filter possibly can. You'll know the difference in your nose and throat—in sweeter breath—in cleaner fingers and teeth.

Millions of people, all over the world, including a significant number of physicians and dentists, use and recommend the Dunhill Denicotea.

Three lengths, 2.50 and 3.50 including extra filters. At stores everywhere.

This crystal filter does it 
No cigarette can contain a filter *this good . . . this long . . . this thirsty . . . for nicotine and tars!*



DE-NICOTEA cigarette holder
FOR SMOKERS WHO THINK

CHURCHILL'S MEMOIRS CONTINUED

had been delayed for the sake of the Arnhem thrust. Thereafter it was given first priority. During the last fortnight of September a number of preliminary actions had set the stage. After a month of great exertions, the whole isthmus was captured by the IInd Canadian Corps and the 52nd British Division. Supported continuously by the 2nd Tactical Air Force, under Air Marshal Coningham, they took no fewer than 12,500 German prisoners, who were anything but ready to surrender.

To the south the First U.S. Army had breached the Siegfried Line north of Aachen in the first week of October. On their flank the Third Army were twenty miles east of the Moselle. The Seventh Army and the First French Army had drawn level and were probing towards the High Vosges and the Belfort Gap. The Americans had all but outrun their supplies in their lightning advances of September, and a pause was essential to build up stocks and prepare for large-scale operations in November.

The Strategic Air Forces played a big part in the Allied advance to the frontiers of France and Belgium. The long-continued onslaught had forced the Germans to disperse their factories very



'DARING STROKE'

What might have been a major coup in World War II was General Montgomery's paratroop invasion of Arnhem, in an attempt to cross the Rhine. But foul weather and unexpected German resistance defeated it. Of the 10,000 British paratroops like the beleaguered ones shown above, 2,200 filtered back to Allied lines.

widely. For this they now paid a heavy penalty, since they depended all the more on good communications. Urgently needed coal piled up at pitheads for lack of wagons to move it. Every day a thousand or more freight trains were halted for lack of fuel. Industry, electricity, and gas plants were beginning to close down. Oil production and reserves dropped drastically, affecting not only the mobility of the troops, but also the activities and even the training of their air forces. At long last our great bombing offensive was reaping its reward.

Yet, as 1944 drew towards a close, the Western Allies' attack had bogged down. Prime Minister Churchill cabled President Roosevelt.

December 6, 1944

Prime Minister to President Roosevelt

"As we are unable to meet, I feel that the time has come for me to place before you the serious and disappointing war situation which faces us at the close of this year. Although many fine tactical victories have been gained on the Western Front, the fact remains that we have definitely failed to achieve the strategic object which we gave to our armies five weeks ago.

"In Italy the Germans are still keeping twenty-six divisions—equivalent to perhaps sixteen full strength or more—on our front. They could however at any time retreat through the Brenner and Ljubljana and greatly shorten their line by holding from Lake Garda to, say, the mouth of the Adige. . . . Even after that there are the Alps to which they could fall back, thus saving more men. It seems to me that their reason for standing so long in Italy may

CONTINUED ON PAGE 31

YOU SEE WHY YOU SEE WHY



G-E voted best picture 7 to 1
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ONLY your eyes can tell you which TV gives the best picture. So compare the leading makes side by side. Then you'll see why G-E Black-Daylite TV with Ultra-Vision is voted best picture by 7 to 1 nationwide. In coast-to-coast picture showdowns G-E is the overwhelming choice by 7 to 1. Here's why—G-E is the world's first 21-inch TV to bring you the high-contrast Aluminized Picture Tube—a million-dollar advancement in eye comfort. It creates blacker blacks, whiter whites—achieves TV's sharpest, brightest picture. You'll see why—you'll know why—when you watch a General Electric in action alongside any other TV. So—compare at your G-E Television dealer's today.

General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, N.Y.

**G-E gets every station in range—
all 82 VHF and UHF channels.**



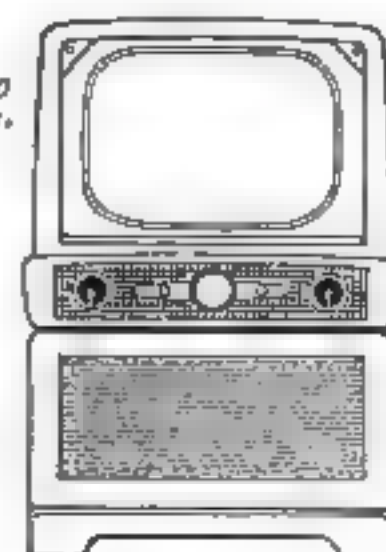
Model 21C225, Mahogany veneer. Concealed casters. 21-inch.



General Electric Comedy Theatre presents **RAY MILLAND** in "Meet Mr. McHutley", TV & Radio—CBS networks—weekly

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Model 17T15, Mahogany plastic, 17-inch picture. Matching base extra.

You can put your confidence in—

GENERAL  ELECTRIC



Your Ford won't feel the winter—

... if you ready it now and ready it right!



When you ready your Ford for winter, make especially sure that the three vital power-parts at the left are in top condition for quick starts and smooth performance. Have them checked now—and if replacements are necessary—insist on Genuine Ford Parts. Then you'll have the satisfaction of knowing that your Ford is one thing you won't have to worry about this winter.

Ford Spark Plugs are manufactured to exact Ford specifications. They're designed and balanced to your Ford's ignition system to give your engine smooth performance and high gasoline mileage. And like all Genuine Ford Parts, they're made to last longer in your Ford!

Ford Batteries are tested to start at 20 below zero. They're also shake- and impact-tested for durability; cycled from full charge to full discharge hundreds of times for long life. This testing by Ford engineers before approval for manufacture is your assurance that a Ford Battery is designed to take it.

Ford Oil Filter Cartridges are of *Track-Tested* design. Both full-flow and by-pass filters are developed to remove dust, carbon particles, and other oil contaminants dependably and efficiently from your oil *without* removing useful oil additives.

Whatever your replacement needs, it pays to insist on the parts that are made right to fit right to last longer—Genuine Ford Parts for your Ford.

The "WELCOME MAT" is out
at your FORD DEALER'S



CHURCHILL'S MEMOIRS CONTINUED

have been to extricate the twelve divisions in the Balkans which are now fighting their way back to Hungary and Austria.

"When we contrast these realities with the rosy expectations of our peoples, in spite of our joint efforts to damp them down, the question very definitely arises, 'What are we going to do about it?' Our British plans are dependent on yours, our Anglo-American problems at least must be surveyed as a whole, and the telegraph and the telephone more often than not only darken counsel. Therefore I feel that if you are unable to come yourself I am bound to ask you whether you could not send your Chiefs of Staff over here as soon as practicable. . . ."

Though sympathetic, Mr. Roosevelt did not appear to share my anxieties.

"... Perhaps I am not close enough to the picture to feel as disappointed about the war situation as you are. . . ."

"On the European front I always felt that the occupation of Germany up to the left bank of the Rhine would be a very stiff job. Because in the old days I bicycled over most of the Rhine terrain, I have never been as optimistic as to the ease of getting across the Rhine with our joint armies as many of the commanding officers have been.

"However, our agreed broad strategy is developing according to plan. . . . General Eisenhower estimates that on the Western front line he is inflicting losses in excess of the enemy's capability to form new units. I still cannot see clearly just when, but soon a decisive break in our favour is bound to come.

"As to the Italian front, Alexander's forces are doing their bit in keeping those German divisions in Italy. . . . I have never believed that we had the power to capture any large German forces in the Balkans without assistance by the Russians. . . . My Chiefs of Staff are now devoting all of their abilities and energies in directing their organisations toward carrying out the plans we have made and in supporting our forces throughout the world. Practically all of these forces are, for the time being, committed. That is why I do not feel that my Chiefs should leave their posts at this time. . . ."

A HEAVY blow now impended. Within six days a crisis burst upon us. The Allied decision to strike hard from Aachen in the north as well as through Alsace in the south had left our centre very weak. In the Ardennes sector a single corps, the VIIIth American, of four divisions, held a front of seventy-five miles. The risk was foreseen and deliberately accepted, but the consequences were grave and might have been graver. By a remarkable feat the enemy gathered about seventy divisions on their Western Front, of which fifteen were armoured. Many were under strength and needed rest and re-equipment, but one formation, the Sixth Panzer Army, was known to be strong and in good fettle. This potential spear-head had been carefully watched while it lay in reserve east of Aachen. When the fighting on that front died down in early December it vanished for a while from the ken of our Intelligence, and bad flying weather hindered our efforts to trace it. Eisenhower suspected that something was afoot, though its scope and violence came as a surprise.

The Germans had indeed a major plan. Rundstedt assembled a total of ten Panzer and fourteen infantry divisions. This great force, led by its armour, was intended to break through our weak centre in the Ardennes to the river Meuse, swing north and north-west, cut the Allied line in two, seize the port of Antwerp, and sever the life-line of our northern armies. This bold bid was planned by Hitler, who would brook no changes in it on the part of his doubting generals. In its support the remnants of the German

CONTINUED ON PAGE 71

SANCTUARY IN 'THE BULGE' →

LIFE Artist Aaron Bohrod gave the title *Sanctuary* to his painting (opposite page) of half-frozen, battle-worn U.S. soldiers huddling in a church in Berdorf, Luxembourg. This was at the height of the Battle of the Bulge, when these Americans were surrounded by a whole battalion of German troops. It was four days before they finally succeeded in fighting their way out of the trap.



SUBURBANITE WINTER TIRES P ON THE NATION'S TOUGH



Suburbanite wins tug of war on ice! In northern Vermont, we chained two identical cars back to back on a frozen lake. We fired the starting gun, and the tug of war was on.

The flexible cleats of the Suburbanite gripped the ice and started pulling. No slipping, no skidding; just strong, steady pull.

The rear tires on the other car pulled for a second and started to slip, to spin, and lost *all* pulling power.

The Suburbanite-equipped car pulled the other car clear across the lake. That's what we mean by greater traction! That's why we know that Suburbanites will get you through. See your Goodyear dealer today!

Here's the secret of the Suburbanite super-traction



1. This wide winter tread is made up of 464 flexible cleats with 1856 sharp edges. These cleats dig in like claws for greater traction in snow—better grip on ice.



2. Cleats are set on a scientifically designed, nonskid angle. Angled edges cut down side-slip and skids on wet roads, in mud, and even on ice and packed snow.

Drive carefully on icy roads—the life you save may be your own.

SUBURBANITE by GOOD

PROVE THEIR AMAZING TRACTION ON THE BEST "TESTING GROUNDS"!

THROUGH snow, ice or mud . . . on slippery roads in all kinds of weather . . . Goodyear's new Suburbanite winter tire gives you safer, surer footing against skids—the most amazing tire traction you have ever known!

How do we know? We tested them! We put the Suburbanite

through its paces in deep snow, hard-packed snow and ice. And we found that the new Suburbanite gives you almost twice the starting traction, up to 39% more stopping traction, than any regular tire!

See the evidence in the photographs below.



Test driver takes slippery curves at 40 mph! In this test, the first car was equipped with regular tires. It hit this snow-packed turn at 40 mph, skidded out of control. The Suburbanite-equipped car took the same icy turn at 40, without a slip! That's proof of Suburbanites' superior traction!



Where winter means mud instead of snow, Suburbanites are tops for traction too! In the photo above, the car is equipped with Suburbanites. They pulled it straight ahead through slick mud. Suburbanites' sharp, self-cleaning cleats bite deep to give you real traction whenever you need it.



tread!



3. On cleared highways, flat tread runs quietly, smoothly. Goodyear's new Suburbanite is quieter than other winter tires. Goodyear, Akron 16, Ohio.

GOODYEAR

Suburbanite T.M.—The Goodyear Tire & Rubber Company, Akron, Ohio



COLLECTOR'S ITEM.—Dresden Porcelain Highlander in authentic 1815 Scottish Grenadier uniform from the military miniatures owned by collector Bob Bard, Baltimore, Md.



Aye—designed by Fredo Diamond. Gift boxed—8 glasses of the same size to a box. Each box includes these 8 authentic Highlanders: MACGREGOR, ROYAL STEWART, MENZIES, WALLACE, MACINTYRE, GORDON, HAMILTON, MACLEOD.



Now! For gatherings of the clans

Highlanders

HOSTESS SETS BY LIBBEY GLASS

Hoot Mon! See the pipers come, with pipes and drums, on Libbey's new Highlander glasses. Clan MacGregor to Clan Macleod... in authentic Scottish tartans. Permanent colors. 22 K gold chip-defying rims.* A "verra canny" investment for parties, presents!



11 oz Pilsner



16 oz Cooler



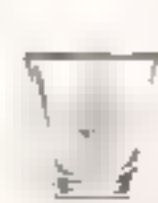
10 oz Hi-Ball or Beverage



13 oz English Hi-Ball



4 1/2 oz Cocktail or Wine



6 oz Old Fashioned or Sour



2 oz Jigger

*If the rim of a Libbey 'Safedge' glass ever chips, we'll replace the glass.

At leading stores everywhere. Prices slightly higher in South, West, and Canada. Look for the Libbey logo on each tumbler.

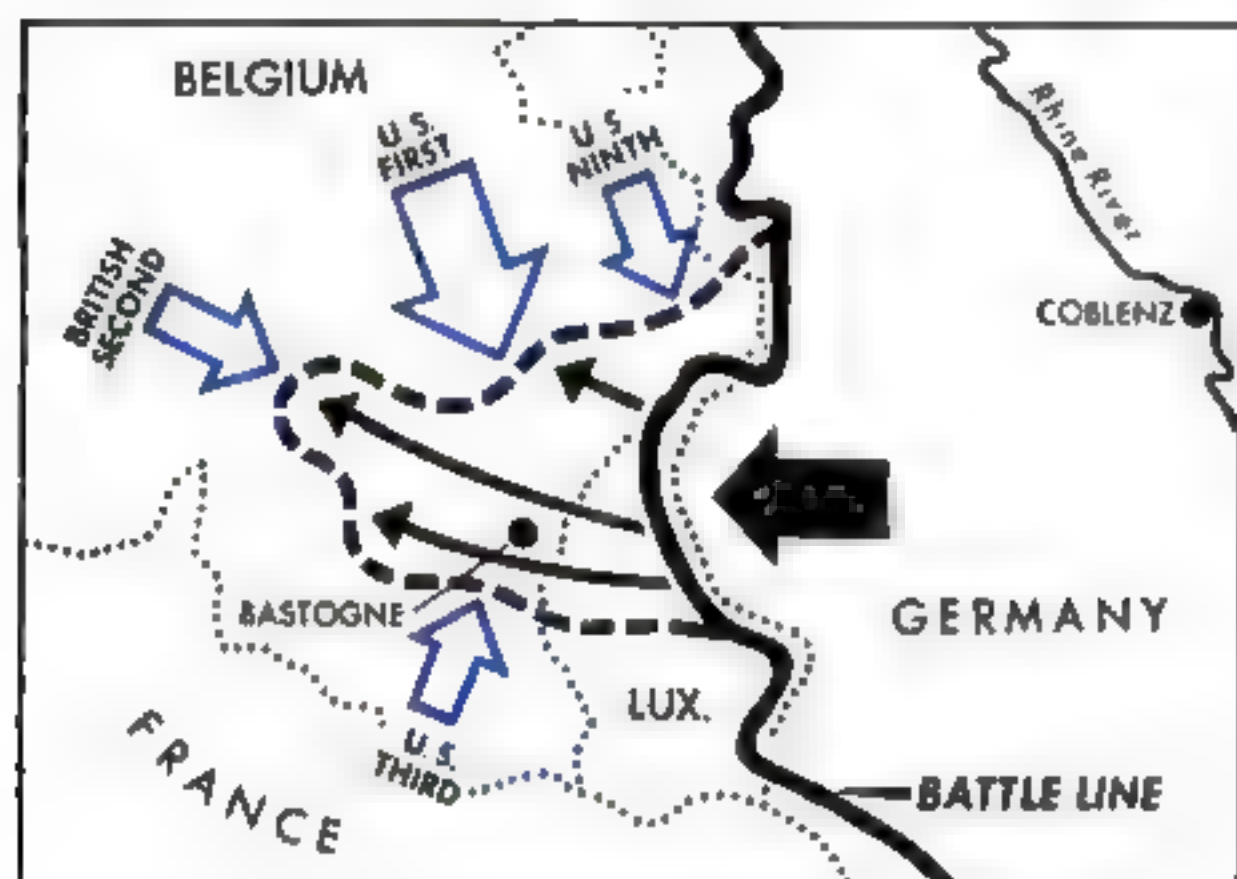
Copyright 1953 by Libbey Glass Division of Owens Illinois Glass Company Toledo, Ohio

T... 1.3...
S... 1.5...

Air Force were assembled for a final effort, while paratroops, saboteurs, and agents in Allied uniforms were all given parts to play.

The attack began on December 16 under a heavy artillery barrage. Although its timing and weight surprised the Allied High Command its importance and purpose were quickly recognised. They resolved to strengthen the "shoulders" of the break-through (*see map*), hold the Meuse crossings both east and south of Namur, and mass mobile troops to crush the salient from north and south. Eisenhower acted speedily. He stopped all Allied attacks in progress and brought up four American divisions from reserve, and six more from the south.

By severing the front of General Bradley's Twelfth Army Group the Germans had made it impossible for him to exercise effective command from his headquarters in Luxembourg over his two armies north of the bulge. General Eisenhower therefore very wisely placed Montgomery in temporary command of all Allied troops in the north, while Bradley retained the Third U.S. Army



GERMANY'S LAST PUNCH

Gathering his remaining forces (black arrow) on the western front, Rundstedt threw them into a final, desperate attack that bulged the Allied lines as far as the dotted outline on the map above. Trapped in the town of Bastogne, a force of Americans held out until Allied counterattacks finally smashed the German drive.

and was charged with holding and counter-attacking the enemy from the south. Corresponding arrangements were made for the tactical air forces.

Three of our reinforcing divisions lined the Meuse south of Namur. Bradley concentrated a corps at Arlon and sent the American 101st Airborne Division to secure the important road junctions at Bastogne. The German armour swung north of Bastogne and sought to break their way north-westwards, leaving their infantry to capture the town. The 101st, with some armoured units, were isolated, and for a week beat off all attacks.

The wheel of the Fifth and Sixth Panzer Armies produced bitter fighting around Marche, which lasted till December 26. By then the Germans were exhausted, although at one time they were only four miles from the Meuse and had penetrated over sixty miles. Bad weather and low ground fogs had kept our air forces out of the first week of the battle; but on December 23 flying conditions got better and they intervened with tremendous effect. Heavy bombers attacked railways and centres of movement behind the enemy lines, and tactical air forces played havoc in his forward areas, starving him of reinforcements, fuel, food, and ammunition. Strategic raids on German refineries helped to deny him petrol and slacken the advance.

Balked of their foremost objective, the Meuse, the Panzers turned savagely on Bastogne. The American 101st Division had been reinforced on December 26 by part of the 4th U.S. Armoured Division, and though vastly outnumbered held the town grimly for another week.

At this time Eisenhower and his staff were of course acutely

CONTINUED ON NEXT PAGE



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CHURCHILL'S MEMOIRS CONTINUED

anxious to know whether the Russians could do anything from their side to take off some of the pressure against us in the West. All efforts through the liaison officers in Moscow had failed to obtain any reply from their opposite numbers. As soon as I heard of this I said to Eisenhower, "You may find many delays on the staff level, but I expect Stalin would tell me if I asked him. Shall I try?" He asked me to do so, and I therefore sent the following message:

January 6, 1945

Prime Minister to Marshal Stalin

"The battle in the west is very heavy and at any time large decisions may be called for from the Supreme Command. It is Eisenhower's great desire and need to know in outline what you plan to do, as this obviously affects all his and our major decisions. I shall be grateful if you can tell me whether we can count on a major Russian offensive on the Vistula front, or elsewhere during January, with any other points you may care to mention. I shall not pass this most secret information to anyone except Field-Marshal



PRICE OF 'THE BULGE'

Five dead Germans line a Belgian lane, part of a battalion which had been moving up during the Battle of the Bulge. Allied counterattack, pinching it off, inflicted 120,000 German casualties.

Brooke and General Eisenhower, and only under the conditions of the utmost secrecy. I regard the matter as urgent."

When one considers how serious was the decision asked for and how many people were involved, it is remarkable that the answer should have been sent me the very next day.

January 7, 1945

Marshal Stalin to Prime Minister

"I received your message of January 6, 1945, on the evening of January 7. We are preparing an offensive, but the weather is at present unfavourable. Nevertheless, taking into account the position of our Allies on the Western Front, G.H.Q. of the Supreme Command has decided to accelerate the completion of our preparation, and, regardless of the weather, to commence large-scale offensive operations against the Germans along the whole Central Front not later than the second half of January. You may rest assured that we shall do everything possible to render assistance to the glorious forces of our Allies."

I quote this interchange as a good example of the speed at which business could be done at the summit of the Alliance, and also because it was a fine deed of the Russians and their chief to hasten their vast offensive, no doubt at a heavy cost in life. Eisenhower was very pleased indeed at the news I was able to send him.

From the north two American corps, with the XXXth British on their western flank, pressed down upon the enemy. On January 7 they crossed the Laroche-Vielsalm road, an important escape route for the Germans. Struggling through snowstorms, the two wings of the Allied attack slowly drew closer, until they met at

CONTINUED ON PAGE 74

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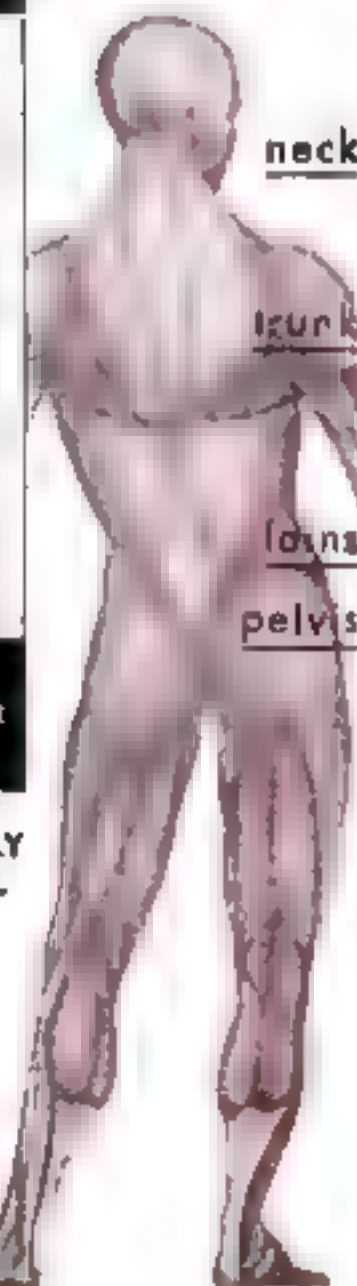
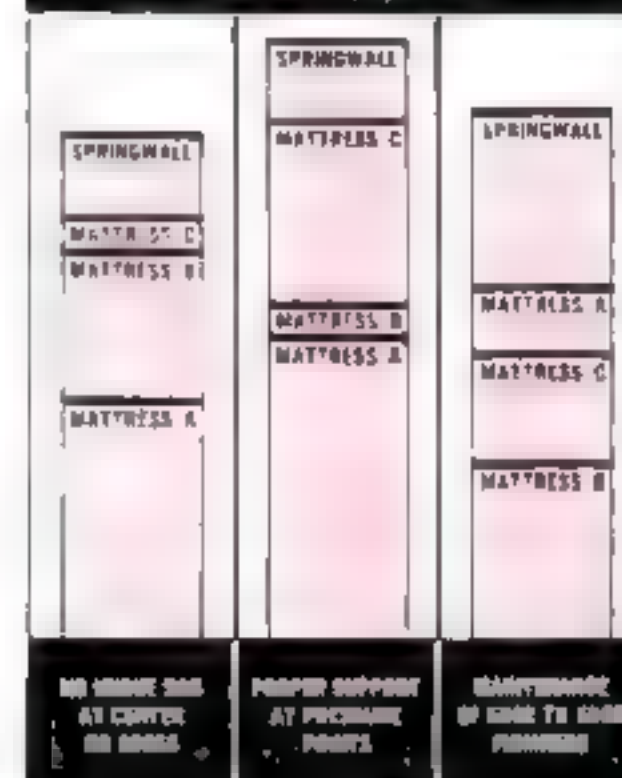
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MEMORIAL TO 'THE BULGE'

This monument honors the Americans who fought and died during the Battle of the Bulge. It was erected by Belgians in 1950 at Bastogne where a U.S. force withstood a six-day German siege.

CHURCHILL'S MEMOIRS CONTINUED

Houffalize on January 16. The Germans were forced steadily eastwards and harassed continually from the air, until by the end of the month they were back behind their frontier, with nothing to show for their supreme effort except ruinous losses of material and casualties amounting to a hundred and twenty thousand men.

This was the enemy's final offensive of the war. At the time it caused us no little anxiety. Our own advance had to be postponed, but we benefited in the end. The Germans could not replace their losses, and our subsequent battles on the Rhine, though severe, were undoubtedly eased. The German High Command, and even Hitler, must have been disillusioned. Taken by surprise, Eisenhower and his commanders acted swiftly, but they will agree that the major credit lies elsewhere. The American troops were the ones who bore the brunt of the battle. On January 6 I had cabled President Roosevelt, explaining why this was the case:

"As I see there have been criticisms in the American papers of our troops having been kept out of the battle, I take this occasion to assure you that they stand absolutely ready at all times to obey General Eisenhower's commands. I believe that the dispositions which he and Field-Marshal Montgomery under him have made are entirely in accordance with strict military requirements, both as regards the employment of troops in counter-attack and their lateral movement, having regard to criss-cross communications. I have not found a trace of discord at the British and American headquarters."

In fact, however, the United States troops did almost all the fighting and suffered almost all the losses. In Montgomery's words, "The Battle of the Ardennes was won primarily by the staunch fighting qualities of the American soldier."

IN NEXT WEEK'S ISSUE WHAT REALLY HAPPENED AT YALTA

In the third instalment of his memoirs, *LIFE's* Nobel Prize-winning contributor tells the complete and authentic story of the controversial Yalta meeting—only a member of the Big Three, the sole surviving member, can tell it. He points out what the real issue was, shows how, step by step, he and Roosevelt tried to obtain guarantees against a Russian betrayal and explains how the atmosphere in which the meeting was held contributed to its failure. Sir Winston also tells the story of the British decision to keep order in Greece, a decision that, though highly unpopular at the time, saved that country from becoming another Red satellite.

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LEANING WELL FORWARD WITH A DELICATE GRIP ON THE REINS, 18-YEAR-OLD RONNIE MUTCH DEFTLY GUIDES BRIAR LAD OVER A FIVE-FOOT PRACTICE JUMP

GIFT HORSES

U.S. jumping team works hard
training its borrowed mounts

Ever since the U.S. Army dismounted the last of its cavalry and disbanded its riding team in 1918, assembling a U.S. equestrian team for the National Horse Show has been an annual hassle for jumping enthusiasts. Last summer four riders were chosen but none owned top-notch horses. After wide search and wheedling, eight mounts were borrowed and shipped to a farm in New Jersey. There old cavalry general Tupper Cole took charge as nonriding captain

and coach. Going over the rights and wrongs of the jumpers (*next page*), Cole discovered that most of the mounts lacked the schooling necessary to handle the big jumps and tight turns of an international course. Others, too nervous, had to be sent back home to their owners. By this week, with the show opening on Nov. 3 in New York's Madison Square Garden, Cole was down to six mounts but was very encouraged by the performance of his gift horses



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Gift Horses CONTINUED



GOOD JUMP with Ronnie Mutch on Briar Lad starts with horse thrusting head forward as he arches upward (*top*). At the peak of the jump (*middle*) the horse has all four legs tucked under him and the rider leans far forward. On the downward side (*bottom*) Briar Lad straightens his front legs and rider keeps the reins lightly stretched, is careful not to pull back on them.

"BUCK JUMP" by Button Nose gets off as the horse starts his jump too close to the fence (*top*). Seeing that his mount is in trouble and knocking down bars (*middle*), rider Mutch drops the reins (*bottom*) to allow the horse full freedom of movement. Because of his inability to relax and his bad showing in training, Button Nose will not be used in the International Meets.

CONTINUED ON PAGE 80

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Gift Horses CONTINUED



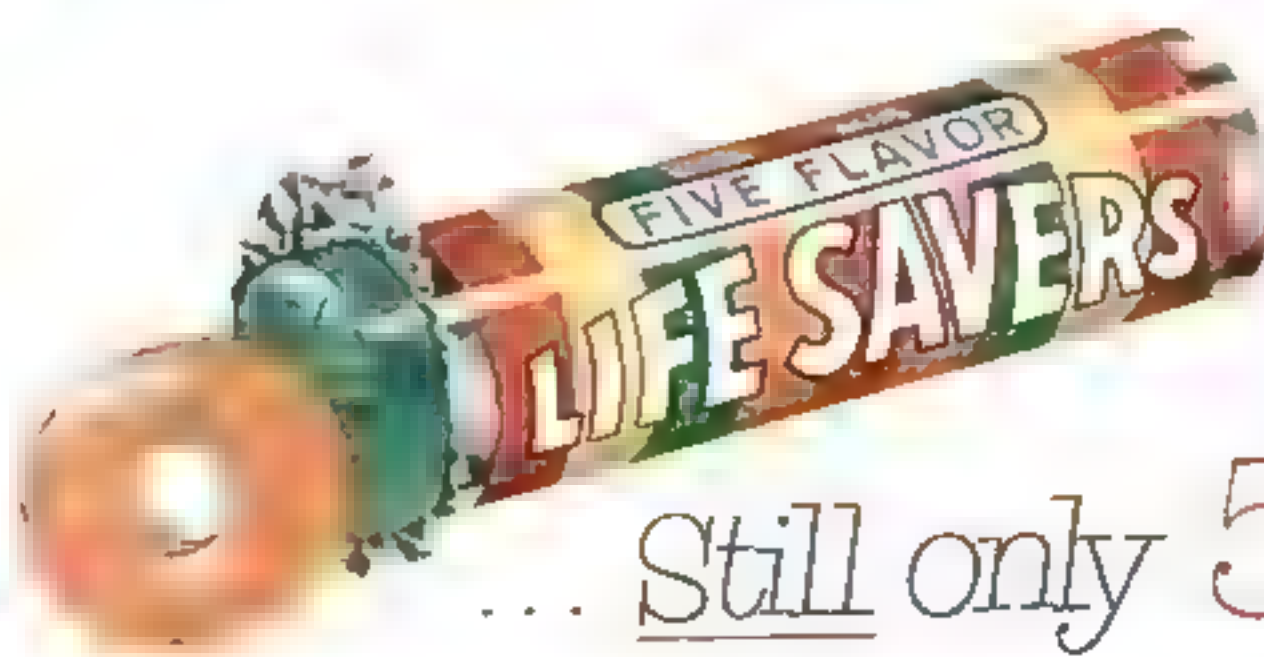
RUNNING through acrobatic exercise, Carol Durand, only woman regular on team, takes Paleface over second of three closely spaced white fences.



SCHOOLING nervous horse, Cole leads him with lunge line over barrier with Mutch aboard. Exercise teaches horse to relax and take jumps in stride.



WADING in flowing water of nearby stream for 20 minutes after the daily workout gives team's horses chance to get their legs cooled and massaged.



The candy with the hole

... Still only 5¢



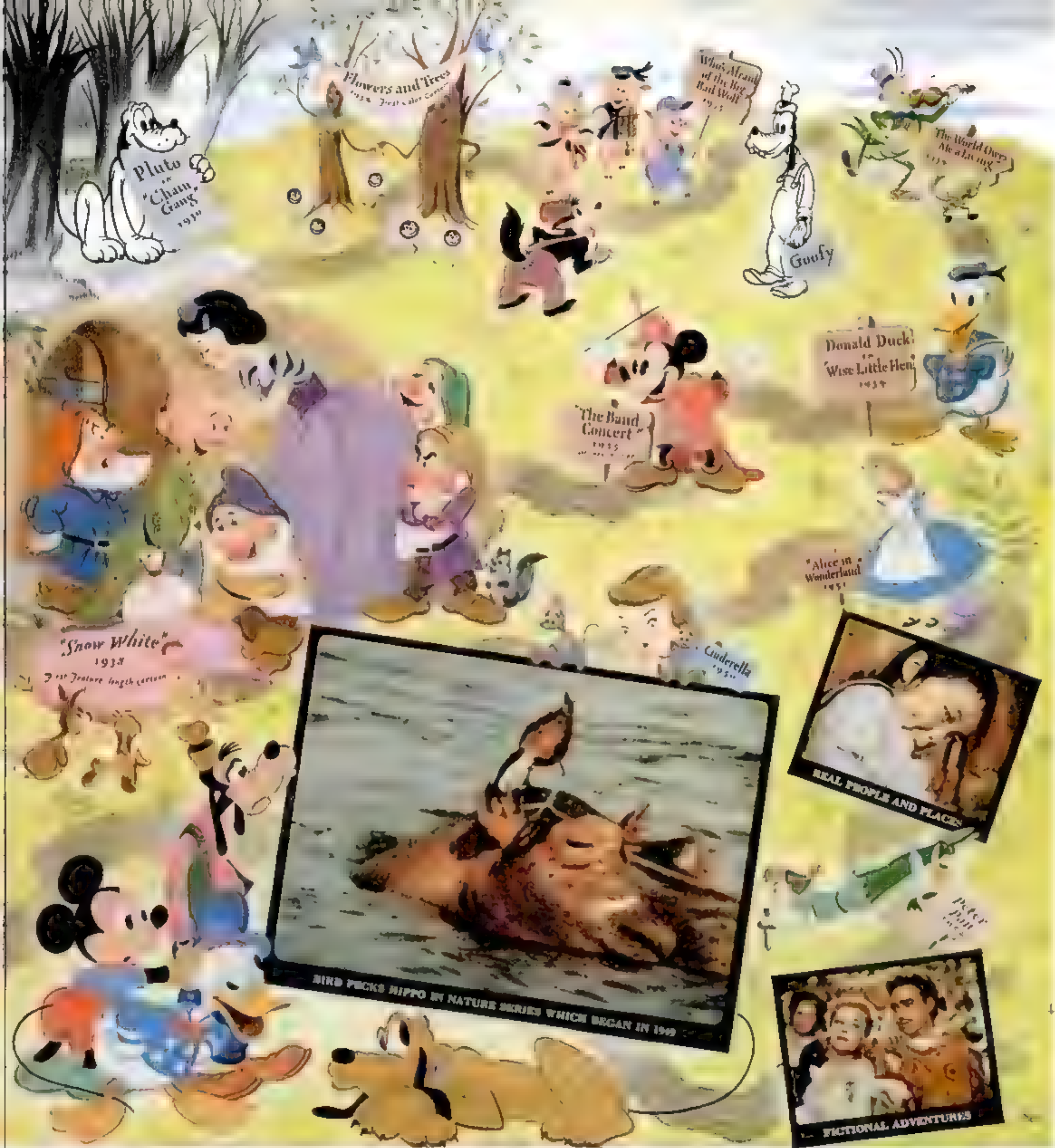
DISNEY'S TRAIL OF GLORY STARTS WITH FIVE-MINUTE CARTOON STARRING OSWALD THE RABBIT, A FOREBEAR OF MICKEY MOUSE, WINDS THROUGH THE

51-YEAR-OLD DISNEY AND HIS 25-YEAR-OLD FRIEND



A Silver Anniversary for Walt and Mickey

DISNEY'S MAGIC WAND HAS ENRICHED WORLD
WITH BIRDS, BEASTS AND FAIRY PRINCESSES



YEARS PAST CARTOON LANDMARKS ON TO RECENT LIVE-ACTION FILMS LIKE "THE AFRICAN STORY," "ALASKAN ESKIMO" AND "THE SWORD AND THE ROSE"

Walt Disney set up in the unlucrative profession of animating figures on film with nothing but debts and ideas and a collaborator named Ub Iwerks. For years he was a poor, happy go-lucky hanger-on of the Hollywood scene. Like all cartoon-makers he was on the lookout for a distinctive animal, and at last he found him: Mickey Mouse, who made his debut just 25 years ago. Mickey was an artless, awkward creature, squeaking in the shrill tones of early talkies, but he was the bugle that never sounded retreat. The trail of Disney glory which he blazed is traced out on the chart above.

Everybody liked Mickey—the children who thought he was funny, the philosophers who thought he represented America's raucous

individualism, the esthetes who saw in him the first successful adjustment of linear design to the fluttering motion of the films. They transferred their affections to Mickey's fabulous successors, the Disney fairytale of birds and beasts, puppets and princesses.

Popularity has not always meant financial success for Disney. Mickey's movie earnings had to be supplemented by leasing his name to hats, cereals, sweatshirts, watches. Disney almost lost his shirt making the expensive (\$1.5 million) *Snow White*—though it eventually grossed \$28 million. He almost lost it again with his premature development of stereophonic sound in *Fantasia*. His staff was crippled by a bitter strike in 1941. After the war he

seemed to have lost his magic touch altogether.

But it came back soon enough. *Cinderella* and *Peter Pan* have been box-office hits—and still more is expected of the forthcoming *Sleeping Beauty*. The Disney combination of action and humor, nostalgia and violence has been carried over to his rousing live-action films like *Treasure Island* and *Sword and the Rose*. It is even more impressive when the Disney eye turns on the bizarrely endearing lives of seals and reptiles and lions (*next pages*). Amid the hubbub of his expanding studio Disney has little time for Mickey Mouse, who is judged too sweet-tempered for current tastes. But his close friend Donald Duck goes quacking misanthropically on through six cartoons a year.





MOTHER LION (left), who has just sprung from ambush and killed a baby giraffe, starts to drag it away where it will be shared in a family feast.

FATHER LION, who let his mate do hunting, stares paternally at cub. All Disney cameramen are on the lookout for sentimental touches like this.

Some live lions join the Disney zoo

Disney's "true-life adventures" are put together from tens of thousands of feet of film shot by patient teams of cameramen who stalk down the wonders and oddities of nature in arctic islands and tropical swamps. One such team is composed of Alfred and Elma Milotte, who shot the film which inaugurated the series, *Seal Island*, released in 1949. Two years ago they went to Africa with a special cross-country truck, which they would drive well out of the reach of civilization, park somewhere and wait calmly for wild life to flow around them. They took no guides or hunters along because they made too much noise and scared the beasts. Over the months they recorded a vast panorama of African activity, including these remarkable scenes of the domestic economy of lions, which will appear next year in a film to be made from the Milotte footage.



THE LIONS FEAST on the carcass of a freshly slaughtered wildebeest till their bellies swell, while vultures wait their turn for dinner at safe distance.

WHEN THE LIONS GO, the scavenging vultures, hyenas and jackals take over. These pictures were taken from a distance of about 300 yards.



PERCHED WILDCAT chased up a giant saguaro cactus in its enemies is one of the stars of the first feature-length Disney nature film, *Liong Desert*.



BRIEF ENCOUNTER in the desert between a round-tailed ground squirrel and a tortoise was caught by camera of N. Paul Kenworthy Jr., one of

the six who photographed *Liong Desert*. Squirrel was coming up on tortoise's back to get at some flowers; stopped for an accurate look at his rival.



VIOLENT ENCOUNTER between a hawk and a rattlesnake was filmed in the Mojave Desert. The hawk won. The pictures on this page come from

the more than 210,000 feet of film (10 hours view) that was shot over a year and then trimmed down to a length of 6,000 feet (1 hour 11 minutes).



MILOTTES WAIT WITH MOSQUITO-NETTED HATS IN A SWAMP

Endless waits, then drama

The moments of rapid action and terrifying violence which cross the screen in the Disney nature films are hard to come by. The cameramen generally must take off miles from civilization, get to a point of vantage, then simply wait endless hours and days for the dramatic moment. Al and Elma Milotte hung in bosun chairs on the freezing cliffs of the Pribilofs, keeping their telescopic lenses focused on a herd of seals, waiting for the moment when

there would be much action and little fog. In course of time and patience they caught the courtship and fight scenes of *Seal Island*. In addition to their animal footage they brought back enough scenes of human life to make another film, *The Alaskan Eskimo*, first in a new series called *People and Places*. To supplement it, Walt is sending teams of cameramen to take a friendly, homely view of the life of Moroccan tribesmen and Swiss mountaineers.



ROCK PERCH was used by Herb Crisler for view of mountain sheep in Colorado. Crisler became a nature photographer while losing bet that he could

live 30 days in the wilderness with only a pocket-knife and come out fat. At month's end he came out lean, but had fallen in love with wild creatures.



SIIRI B PERCH in desert is employed by Photographer Bob Crandall to take pictures of the wild cat up the cactus, seen in color on the opposite page.



FOUR-LAYER CAMERA, an invention of the Disney studios, photographs four celluloid drawings together, giving an illusion of depth to cartoon action.

Strange sights and sounds

The Disney studio is big (it covers 51 acres) and resembles a huge and complicated machine. Up to 400 draftsmen, editors, artists, cameramen, musicians, idea men, special effects men, all kinds of technicians, are required for even the shortest cartoon. There are inventions of great complexity and ingenuity, like the camera (*above*) which enables cartoon action to go on in as many as seven different planes at once, to enhance the realistic effect. But being Disney's, the special stamp of this machine is that it careens along looking as if every screw inside were loose. The wanderer through the studio will come across animators making faces into mirrors to get ideas for the loony animals they are drawing. In the sound effects department he will see scenes like those at the right, where various combinations of human voices and of scrap metal are used to simulate everything from a chorus of dogs to the footfall of a dinosaur.



JIM MacDONALD, Disney's sound effects expert, blows across **TOP**

QUARTET KNOWN AS THE MELLO-MEN BAYS IN HARMONY BEFORE SCREEN





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C—This is that fine ribbon embroidery you can only get from Switzerland. Washable Acrilan-and-rayon fabric in blue, winter white, or toast. Sizes 10 to 20. Also women's sizes 14½ to 24½ (with convertible collar). \$17.95

Recognize these dresses from the opposite page? Isn't it amazing that McKettrick can do them for only \$17.95? You can buy all three of these washable dresses at all these stores. Or write to McKettrick-Williams, 1350 Broadway, New York City.

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| CALIFORNIA Arcadia... Hinchey & Co. Bali... Pash on Shoppe Beverly Hills... J. W. Robinson Coronado... K. Pops Covina... Alvarado's Fresno... Barton Long Beach... Greta's Los Angeles... J. W. Robinson Oakland... H. D. Capwell Co. Pasadena... Elwoods Pomona... South and Casan's Sacramento... Weinstein Lubin Co. San Francisco... Macy's Seattle... L. Hart & Son Santa Barbara... G. Adys Tevis Santa Monica... Rose Shoppe Van Nuys... Hinchey's Whittier... | MICHIGAN Detroit... The J. L. Hudson Company Grand Rapids... Harpoishelmer's Holland... Jean's Monroe... Rush & Co. Port Huron... The Winkelman Company | OREGON Portland... Meier & Frank Co., Inc. |
| CONNECTICUT Hartford... G. Fox & Company | MINNESOTA Minneapolis... L. S. Donaldson Rochester... Roland's Wamena Apparel Shop St. Paul... The Golden Rule | PENNSYLVANIA Allentown... Mess Brothers Scranton... Smith's Model Shop Chester... Speake Brothers Erie... Boston Store Harrisburg... Penney's Inc. Johnstown... Andrew Foster Inc. Lancaster... Garvin's Lebanon... Kiewit Department Store Pittsburgh... John Wanamaker Pittsburgh... G. M. M. Co. Pittsburgh... Rosenblum's York... The Bon-Ton Department Store |
| DELAWARE Dover... Emanuel's Wilmington... John Wanamaker | MISSISSIPPI Biloxi... W. V. Joyce Co. | MISSOURI Kansas City... Emory Bird Thayer Springfield... Heer's, Incorporated |
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| GEORGIA Atlanta... Rich's Inc. Ladwings... Woodings Waycross... Mary Frances Shoppe Waycross... Hagedorn's | NEVADA Reno... Vanitas Dress Shop | NEW JERSEY Atlantic City... M. E. Stett Co. Asbury Park... Steinbach Company Bridgeton... Hurley's Caldwell... Haden's East Orange... A. Altman & Co. Hackensack... Hurley's Jersey City... Burahin Budget Store Newark... Kreyer Newark Passaic Park... Smith's & Co. Princeton... Rosenbaum's Princeton... Bailey's for Nice Things to Wear Red Bank... Steinbach Company Vandalia... Wrought's Westfield... Felton |
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| NORTH CAROLINA Dunn... Pope's Department Store Fayetteville... Both-Menderson Co. Greensboro... The Weyer Co. Kinston... Harry Pearson's | NEW JERSEY Atlantic City... M. E. Stett Co. Asbury Park... Steinbach Company Bridgeton... Hurley's Caldwell... Haden's East Orange... A. Altman & Co. Hackensack... Hurley's Jersey City... Burahin Budget Store Newark... Kreyer Newark Passaic Park... Smith's & Co. Princeton... Rosenbaum's Princeton... Bailey's for Nice Things to Wear Red Bank... Steinbach Company Vandalia... Wrought's Westfield... Felton | WEST VIRGINIA Martinsburg... Emboss Morgantown... The O. J. Harrison Co., Inc. Wheeling... The Hub White Sulphur Springs... Selma Yard |
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Disney CONTINUED



WALT AT WORK gives an animated version of what he thinks action ought to look like as he directs story conference on his forthcoming *Sleeping Beauty*.

Mouse family gets rich

Through the ups and downs of the Disney studio—which at present is the only one in Hollywood which is expanding its plant—two elements have remained constant. One is the Disney touch itself, Walt's capacity for childish wonder and enthusiasm. The other is the merchandising of the valuable names in the Disney stable.

The merchandising business began in an offhand way in 1930 when somebody paid Walt \$300 for the right to put Mickey—known around the studio simply as "the Mouse"—on a line of stationery. Today, the Mouse and the Duck, Dumbo and Dopey and all the rest appear on items manufactured by 700 licensees in 26 countries. Disney gets a royalty on everything, from a fraction of a percent on cereals to 8% on books. It comes to big money—\$2.5 million a year for the studio, millions to the makers of the products. The products go everywhere. According to a report which reached the studio, when some explorers hacked their way through the least penetrable jungle of Brazil, the first little boy to greet them was wearing a Mickey Mouse sweater.



WALT'S BROTHER Ray sits proudly among some 3,000 of the 3,500 items which under his management have been allowed to use Disney trademarks.

Acrilan makes it a red letter day
with McKettrick's luxurious dresses you can wash

DAY

ACRILAN
A CRILAN FIBER BY
THE CHEMSTRAND

It's a bright day when you
can find luxury dresses
that stay luxurious with
so little care! Because they're
McKettricks, these dresses
are smart enough to go
anywhere. Because they're
made with Acrilan, science's
remarkable new fiber, they're
carefree enough to wash
quickly and easily. They
dry fast . . . need little
or no ironing to keep
their lively beauty
and their rich, soft
touch . . . resist
wrinkles . . . and
won't play hostess
to moth or mildew.
This fall, make
yours McKettricks
with Acrilan . . .
and you'll make every
day a red letter day!

Fabrics:
ST. GEORGE TEXTILE'S
"Dellaera"
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THE FINEST BOX OF CHOCOLATES IN THE WORLD

Whitman's Sampler

*The pieces in this box
correspond to this diagram*

| | | | | |
|-------------------------------|------------------------------|---------------------------|---|----------------------|
| Raspberry Caramel Layer | Chocolate Rice Truffle | Vanilla Fudge | Vanilla Cup | Liquid Raisin |
| French Pineapple | Saint Nicholes | Mellow Mint | Dipped Pineapple | Solid Chocolate |
| | | |  | |
| Honey Nougat | Mint Marshmallow | | Jordan Almon | |
| | | | Mocha Crème | |
| Vanilla Caramel | Nut Honey Caramel | Malted Milk Caramel | Cashew Nut | Raspberry Cordial |
| | | | | Liquid Pineapple |
| | | | | Liquid Cherry |

[This is an exact guide to the pieces
in your Whitman's Sampler, to help
you choose among all your favorites.]

Whether you are buying a box of chocolates for yourself or as a gift, you want the best. The Whitman's Sampler is the finest box of candy that can be made, regardless of price; for never in 111 years have Whitman's compromised with quality. Only the finest chocolate, the choicest nuts, the rarest fruits and flavors go into this best-known . . . best-liked . . . largest-selling box of candy in the world. Have you given a Whitman's Sampler lately?



A WOMAN
NEVER FORGETS
THE MAN WHO
REMEMBERS

Village Pickings

NEW YORK SHOPPER FINDS BARGAINS IN SMALL SHOPS

New York's Greenwich Village, long an outpost of sloppy local bohemian individualists, is now finding itself host to fashionable individualists from all over town. Along the winding village streets, clothes shoppers have discovered small stores which offer low-cost, special-order versions of currently popular styles. Each shop has its specialty—handmade jewelry, shoes, handbags or highly wearable imported trimmings (p. 96). One, called Et Cetera (right and below), features a basic dress which is made to order for around \$25 with a choice of 18 different necklines, six sleeves, five skirts. Photographers' models, canny shoppers who have to dress differently but inexpensively, particularly like the Village. On these pages Ricki Reyes, a half-Irish, half-Nicaraguan model, shows off some of her Village shopping finds.

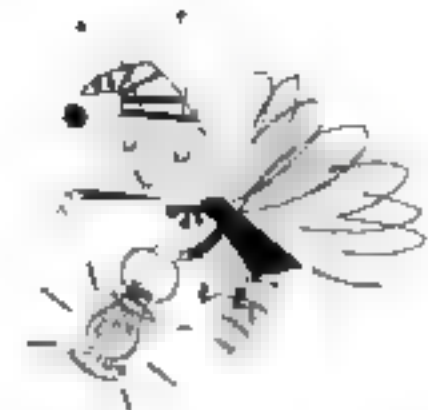


MUSLIN SHAPE (above) for the tweed dress below is tried on for fit in Et Cetera shop by Ricki Reyes. Three tape measures stitched on muslin aid in adjusting size.

RICKI REYES TRIES ON THE FINISHED DRESS WHICH WAS MADE TO ORDER FROM MUSLIN SHAPE (TOP). IT COSTS \$28



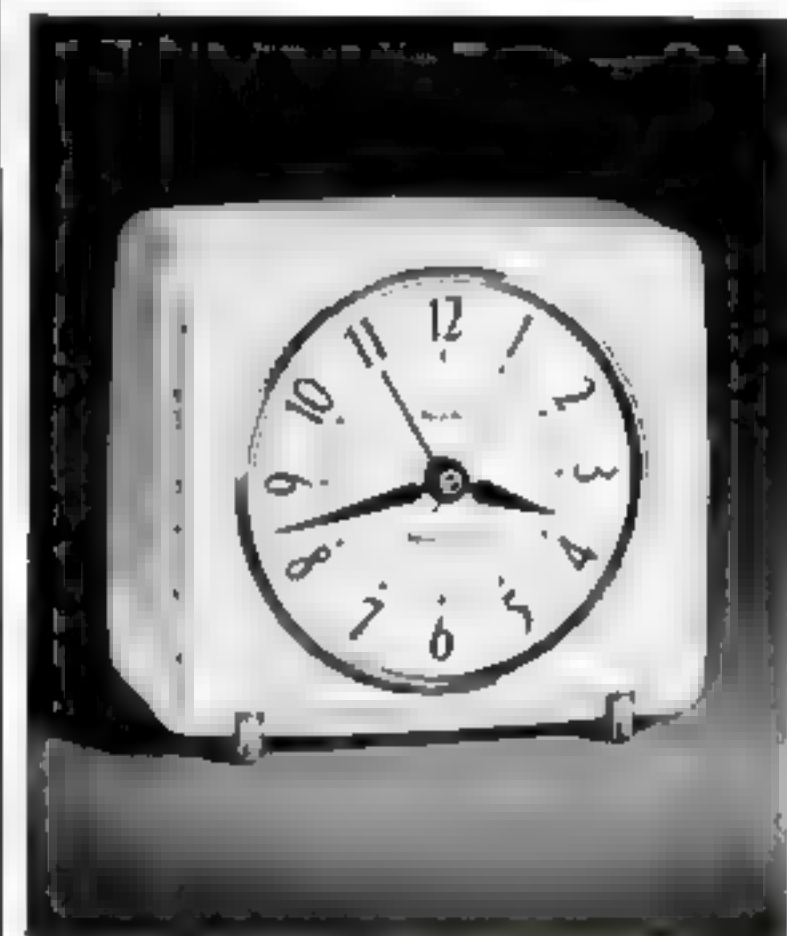
CONTINUED ON PAGE 26



WESTCLOX

introduces a unique electric alarm clock

Glo-Larm



By day, nobody knows
... that after dark his
whole face glows and
glows and glows!

Never before a clock face so easy to read in the dark! It's the handsome new Glo-Larm, a completely different kind of electric alarm. It differs from the luminous numerals and hands you're familiar with, in that the entire face of Glo-Larm is illuminated. A hidden light glows *through* the dial, clearly outlining hands and numerals. You can read the time at a glance, yet sleep is never disturbed by its soft, gentle glow. You'll find Glo-Larm pleasant and reassuring to have around. Glo-Larm is only 4 inches high. Available in beige, aqua green or ivory. Bell alarm. Ask to see Glo-Larm today. And just wait till you see it at night! \$8.95 plus tax. (P.S. — You can turn the glow to Bright, Dim—or Off.)

Price does not include tax and is subject to change

WESTCLOX

Electric Alarms

Made by the makers of Big Ben
La Salle-Peru, Illinois

PRODUCTS OF **GT** CORPORATION
GENERAL TIME



MRS. CLIFFORD HILL, BRIDE of three months, washes her delighted husband's shirts dazzling white—with Rinso. And she finds washing shirts is a cinch when she follows the simple instructions found on the right.

How to wash and iron a shirt the easy Rinso way

by Eleanor B. Cook, former Associate Editor of McCall's

Young brides burst with pride when they present their husbands with dazzling white shirts. But they are not the only ones. *Every* wife who is worth her salt loves to do a really good job on white shirts. And most wise homemakers know how to do it—use plenty of Rinso.

Here's why Rinso is in a class by itself when it comes to white shirts. Rinso contains a wondrous ingredient called SOLIUM. Fabulous SOLIUM makes white fabrics look unbelievably white—even whiter than when they were new. And housewives are astounded to see their sheets and pillowcases show the wonderful effects of SOLIUM *even before their wash is fully dry.*

And isn't it a blessing when you realize that you can safely wash almost anything in Rinso. Not only your cottons and linens, as you'd expect, but the new synthetic fabrics, too.

Finally, Lever Brothers Company is proud to guarantee that Rinso will give you the whitest, brightest washes possible or your money back plus postage. As a matter of fact, Rinso is guaranteed to wash your white clothes whiter than when they were new!

SAVE 20%. You usually pay about 20% less for Rinso Soap than for most detergents. Just think how large a saving this adds up to in a year's time! Rinso is a product of Lever Brothers Company, New York 22, N. Y.



WASHING. Before putting shirts in washer, rub Rinso into soiled areas on collars and cuffs. Then wash in *hot* water and plenty of Rinso for about five minutes. Rinse thoroughly and dry on line or hanger.



STARCHING. If your husband likes starched shirts, dip section to be starched in a heavy solution of regular starch. Or use liquid starch according to maker's instructions. Be sure to starch while shirt is still wet.



IRONING. Sprinkle shirts with warm water one hour before ironing. Then, iron collar *working from points to center*. Do cuffs (wrong side first), then sleeves. Finally iron body of shirt, first the button side of front, then back and yoke, and last the buttonhole side of front.





BOX JACKET SUIT in herringbone tweed (\$40, Et Cetera) can be paired with made-to-order leather handbag chosen from an armload of varied shapes and sizes (\$12-\$60, Milton Hefling).



SHAWL COLLAR DRESS in hairy tweed (\$25, Et Cetera) is worn at Village cafe with brass earrings (\$6, Art Smith). Sweater can be worn under it to cover arms and neckline during day.

CONTINUED ON NEXT PAGE

GIVE YOUR EYES

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| 20 | .97 |
| 25 | 1.13 |
| 30 | 1.30 |
| 35 | 1.58 |
| 40 | 1.98 |
| 45 | 2.47 |
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Their mobile, expressive faces actually move, change, appear to talk—made of **BAKELITE Vinyl Resins**

Here are the kids' TV favorites... in jolly 24" ventriloquist dummies that they can work themselves. Because the soft, washable heads are made of **BAKELITE Vinyl Resins** a simple one-hand mechanism opens and closes their mouths, alters their expressions, rolls and winks their eyes! Junior ventriloquists will have a wonderful time with these imaginative Zimmerman creations! These superior plastic resins perform many more serious functions, too—all through your home and in industry and defense. Look for the **BAKELITE** trade-mark to be sure of the best.

*© Edgar Bergen
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"Mortimer Snerd",* "Polka Dottie",** and "Rootie Kazootie" are three ventriloquist dummies by Zany Toys, Inc., 1329 So. Grand, St. Louis 4, Mo. About \$8.

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VILLAGE PICKINGS CONTINUED



MEXICAN APRON of printed flannel and sequins (\$7.95), imported by Three Steps Down, adds foreign flavor to classic sheath (\$30) which is made to customer's order by same shop.



MOROCCAN PANTS of unbleached linen (\$10.50) and leather scuffs (\$9), both normally worn by Moroccan men, are among accessories imported by Hanlan's and sold in Village to women.

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It's a dinner... a brunch
A party... a lunch



A banquet at seven
A bite at eleven



A bridge table treat
A snack you can't beat



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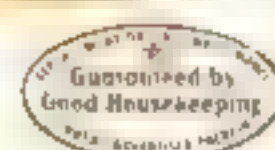
Chow Mein by Chun King
Mm-m good, "just the thing"

**Hurry! Reach for America's favorite
Chow Mein and Chop Suey at your grocer's.**

Stock up during this big Chun King 1¢ Sale.

What a wonderful opportunity to discover the exciting treat you can have ready for any occasion... in 10 easy minutes... when your pantry shelf is stocked with Chun King Chow Mein and Chop Suey. (And with the *recipes* to go with them!) So different, so delicious you'll say you've never really *tasted* chow mein or chop suey before. Get several cans at your grocer's, now, during this big nation-wide Chun King 1¢ Sale.

Shop at the Chun King Menu Magic Bazaar in your grocery store. Now stocked with *all* varieties of Chun King Chow Mein and Chop Suey. Also look for Chun King Bean Sprouts, Chinese Noodles, Bamboo Shoots, Water Chestnuts, Soya Sauce and other exciting Chun King treats.



**Big can of CHUN KING
NOODLES only 1¢**

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1 lb. or 3 lb. can.

CHUN KING CHOW MEIN
Delicious chunks of tender chicken in
the best chow mein sauce ever tasted.

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Savory morsels of beef and pork in the
most exciting chop suey you ever served
your family.

CHUN KING TARTARE
Serve it hot or cold. Bats of leftover
turkey, chicken or shrimp. Wonderful!



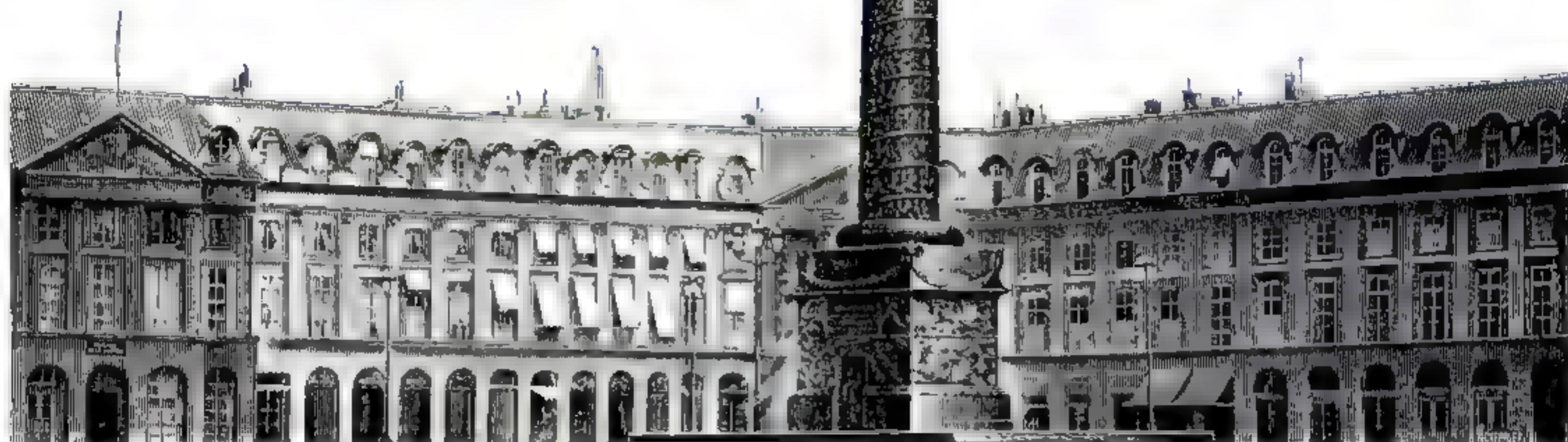
TO MAKE MEALTIME OR ANY OCCASION SING

CHUN KING is "Just the thing"

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PILLSBURY



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For your convenience address all inquiries to Ann Pillsbury, Minneapolis, Minn.



Quiche Lorraine (pronounced Keesh Lor-rain)

An old French favorite made with simple, basic American ingredients, (eggs, cheese, bacon and milk, baked in a flaky crust). Really simple to prepare. An ideal one-dish meal for luncheon or supper. Nice with a green salad.

This exciting yet simple dish goes back 500 years. It is as old as the story of Joan of Arc, who is said to have eaten it as a child in her native village of Domrémy. It not only became the national dish of Lorraine but gradually found its way from peasant kitchens to royal tables. Today "Quiche" is served in the finest restaurants in France.

BAKE at 400° F. for 35 to 45 minutes. SERVES 4 to 6.

Sift together. 1 cup sifted Pillsbury's Best Enriched Flour*

$\frac{1}{2}$ teaspoon salt.

Cut in..... $\frac{1}{2}$ cup shortening until particles are the size of small peas.

Sprinkle 3 to 4 tablespoons cold water over mixture, tossing lightly with fork until dough is moist enough to hold together. Form into a ball.

Roll out..... on floured pastry cloth or board to a circle $1\frac{1}{2}$ inches larger than inverted 8-inch piepan.

Fit..... pastry loosely into pan. Fold edge to form a standing rim. Flute.

FILLING

Fry... $\frac{1}{2}$ pound bacon (about 12 slices) until crisp. Crumble into pastry-lined pan. (One-fourth pound cooked ham, diced, may also be used.)

Arrange $\frac{1}{2}$ pound Swiss or American cheese**, grated, over bacon.

Beat... 3 eggs slightly with rotary beater. Add 2 cups milk or light cream

1 teaspoon salt

$\frac{1}{2}$ teaspoon pepper and

$\frac{1}{2}$ teaspoon cayenne pepper. Blend

and pour over bacon and cheese in pan.

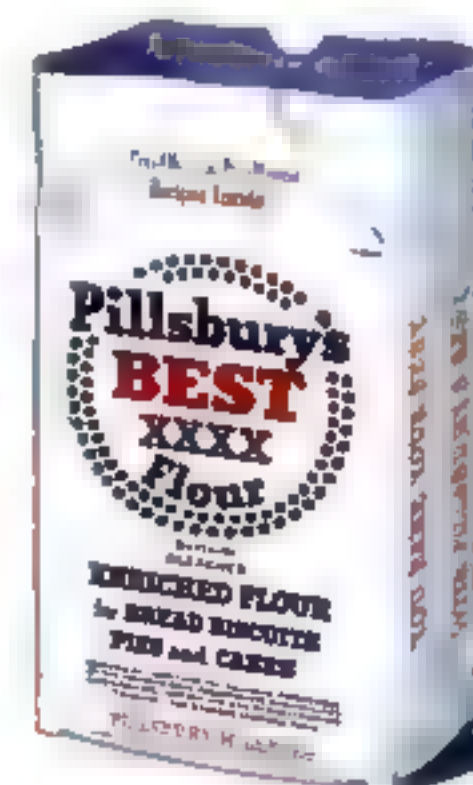
Bake... in moderately hot oven (400° F.) 35 to 45 minutes.

*If you use Pillsbury's Best Enriched Self Rising Flour (sold in parts of the south), omit salt in pastry.
**If desired, 3 oz. Gruyère cheese may also be used.

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now in every bag of

Pillsbury's BEST

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Authentic European Recipes, adapted for American use, are now in every bag of Pillsbury's BEST

Pillsbury now brings you glamorous food ideas direct from Europe—where fine cooking comes from the heart as well as the oven, and adapts them for home use in this country.

These recipes have been tested for you by Pillsbury home economists, working in collaboration with famous European chefs.

They are, of course, developed for use with Pillsbury's Best and perfect results are guaranteed only with Pillsbury's Best.

These are the first of many recipes which Pillsbury will bring you through its new European Recipe Service—a continuing service that will make available to you, in easy-to-follow, practical form, some of the most intriguing food ideas in all the world.

Now—and from now on—authentic recipes direct from Europe, waiting for you in every bag of Pillsbury's Best. Or, write Ann Pillsbury, Minneapolis, Minnesota.

A. Kenngens Tårta (King's Cake) (Pronounced Koh-moong-ans Tor-fah)
B. Quiche Lorraine (Pronounced Keezh Lor-rain)
C. Linzer Torte (Pronounced Lint-ser Tor-fah)
D. Petits Pains au Chocolat (Pronounced Puh-tse Pohng oh Show-kah-fah)
(Pronunciations as recommended by The Berlitz School of Languages)

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FIVE-PIECE SET

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ing Chairs—And Tables, Too!**

COMFORT-CURVED LINES!
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Write us on your letterhead
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when the family is trying to catch its
favorite TV program! Now everyone can
eat in comfort — and watch the show at the
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So strong, comfortable, good-looking —
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heavy-gauge tubular steel, electrically
welded for extra strength. Bonderized for

rust resistance. Chair legs are doubly cross-
braced. Table legs lock securely. Finish is
lustrous, chip-resistant baked enamel.

**Your Samson set makes it easy to clear
away — between programs!** The table top
and the chair seats — upholstered in scuff-
resistant, stain-resistant Samsonite — wipe
clean at the whisk of a damp cloth. Table
and chairs fold away as quickly and easily
as they open. See the many beautiful,
economical Samson sets at your dealer's!

CHOOSE FROM THESE SIX GORGEOUS SAMSON COLORS!



SHWAYDER BROS., INC., FURNITURE DIVISION, DETROIT 29, MICH.
Also makers of smart Samsonite Luggage



ON HIGH WALL OF CROTON DAM, PUPILS TAKE SEATS FOR A GEOLOGY LECTURE BY MRS. FRANCES ELWYN (BOTTOM)

STONE SCHOOL

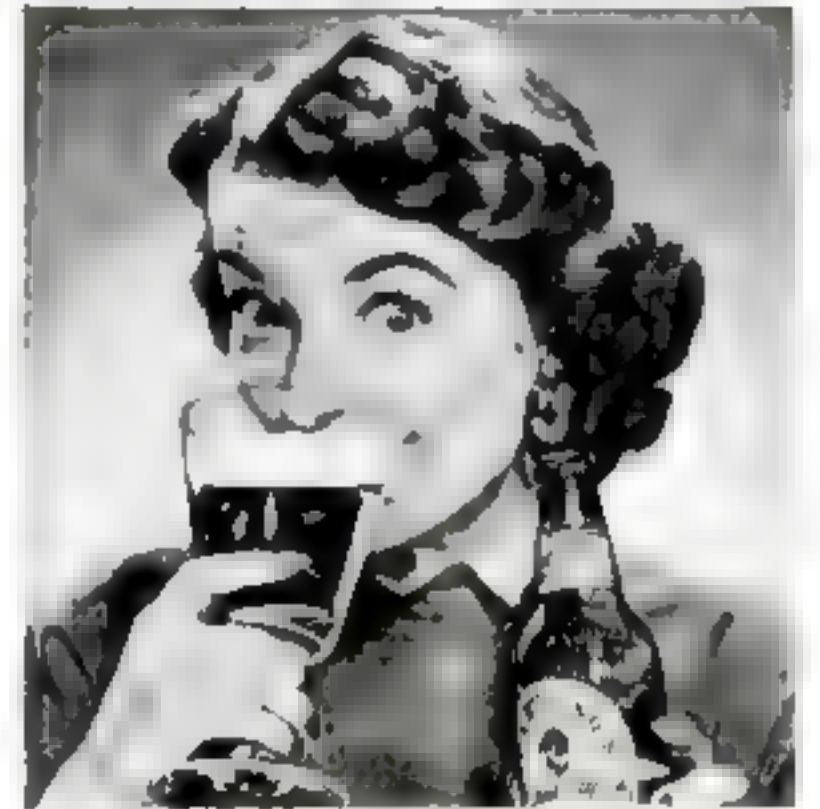
Seventh graders perch on a dam
and learn a lesson in geology

Indian summer came last month to Croton-on-Hudson, N.Y., and though they are as susceptible to its distracting outdoor lure as any people their age, it made little difference to the seventh grade pupils of the Croton-Harmon High School. The teachers simply moved their classes to a nearby summer camp where the pupils made their home and did their schoolwork. They studied nature in the woods, local history in the countryside, astronomy at night and geology on a towering stone dam wall (above).

BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



... and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

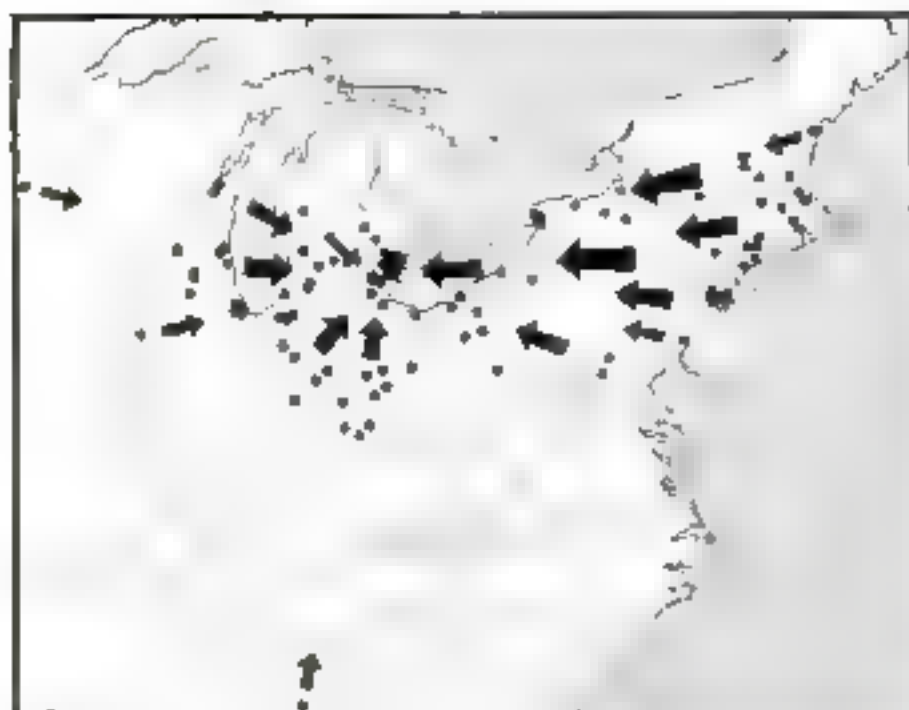
Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale



© 1953, BREWING CORP. OF AMERICA, CLEVELAND, OHIO

BUSINESS



NETWORK OF PLANTS in 18 states supplied tools for new Hydra-Matic operation at Willow Run.

COUNTERATTACK ON DISASTER

Hydra-Matic has a fast recovery

In itself, last August's fire at General Motors' Hydra-Matic plant in Livonia, Mich. was a major disaster completely ruining a \$50 million plant. But the aftermath looked even more disastrous. All production of the transmissions, used in three GM cars and in several others, was concentrated at Livonia. Resumption of activity looked far off. For want of this one part Livonia made, the whole structure of one of the world's largest corporations was shaken.

GM summoned all its resources. From widely scattered plants it gathered machines and parts (map, above), toolmakers and machinists, planners and expeditors. It leased 34 acres at giant Willow Run. There, and in a small reactivated plant in Detroit, it began its race against time to get Hydra-Matic back in production.



ON AUG. 13, THE DAY AFTER THE BIG FIRE, THE 34-ACRE PLANT AT LIVONIA, MICH. LOOKED LIKE THIS



EMERGENCY MEETING of GM production men is called at Livonia while fire still smolders. They had to find quickest way of getting back into production.

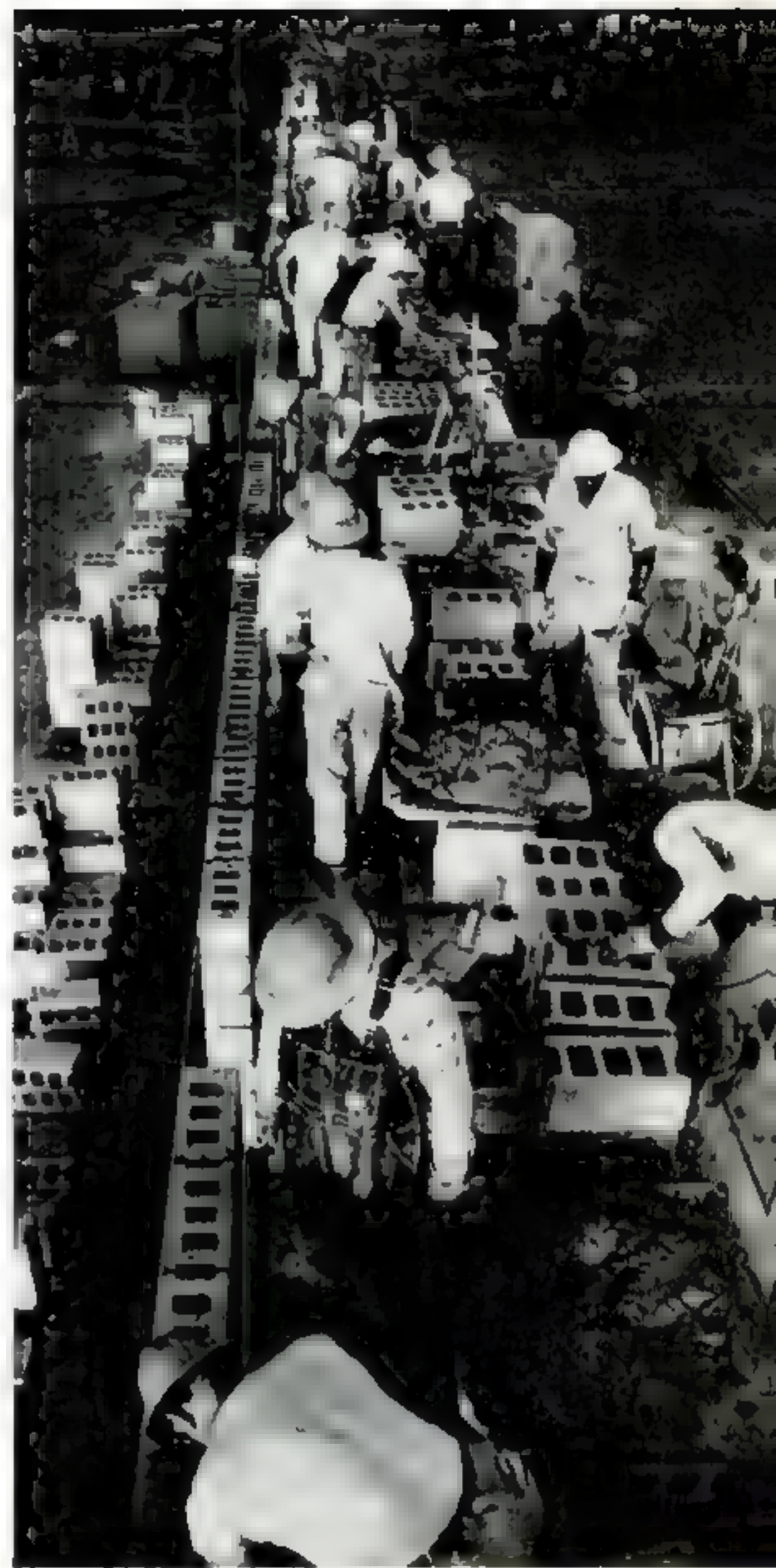
BEHIND FENCE MARKING BOUNDARY BETWEEN GM AND KAISER CORP. AREAS,





SIX WEEKS LATER THE DEBRIS HAD BEEN CLEARED AWAY LEAVING ONLY THIS VAST CONCRETE FLOOR

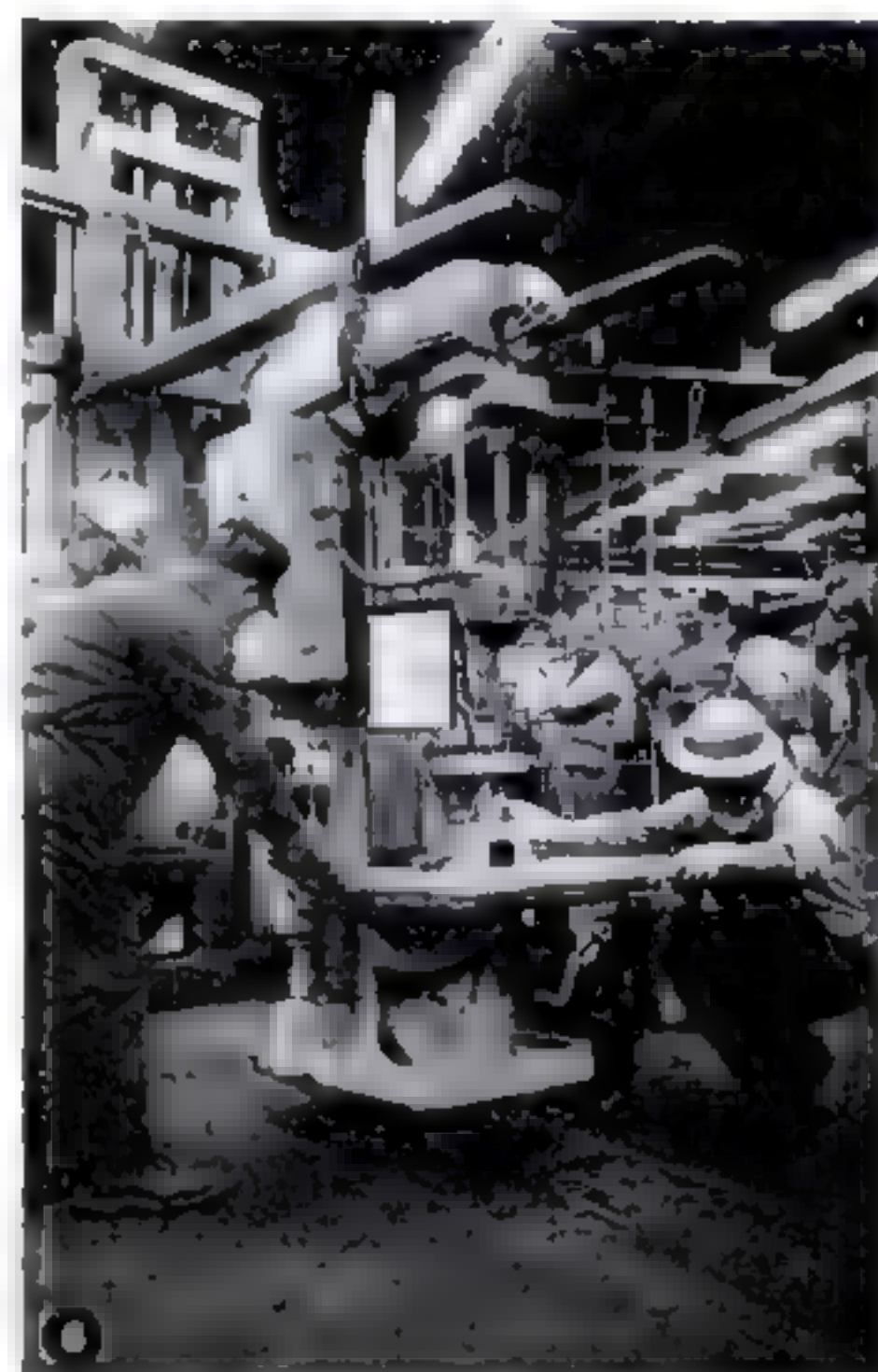
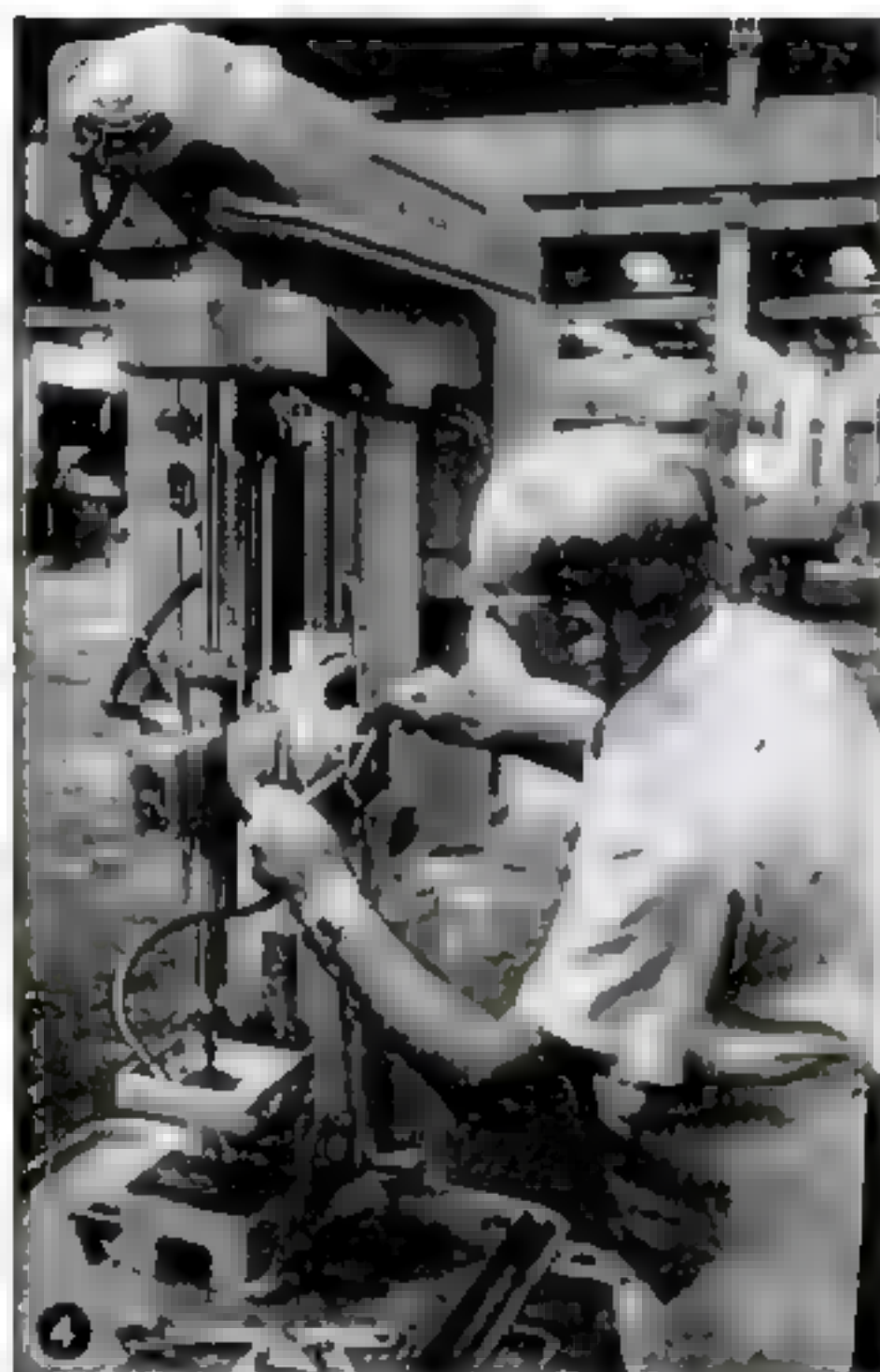
MACHINE TOOLS AT WILLOW RUN START TO BUILD ASSEMBLY LINE TOOLS



AT WILLOW RUN area leased from the Kaiser Corp., masons build wall around final assembly area.



48-TON FURNACE for heat-treating transmission parts is towed slowly into Willow Run on wooden rollers. Getting it in position took more than five hours.



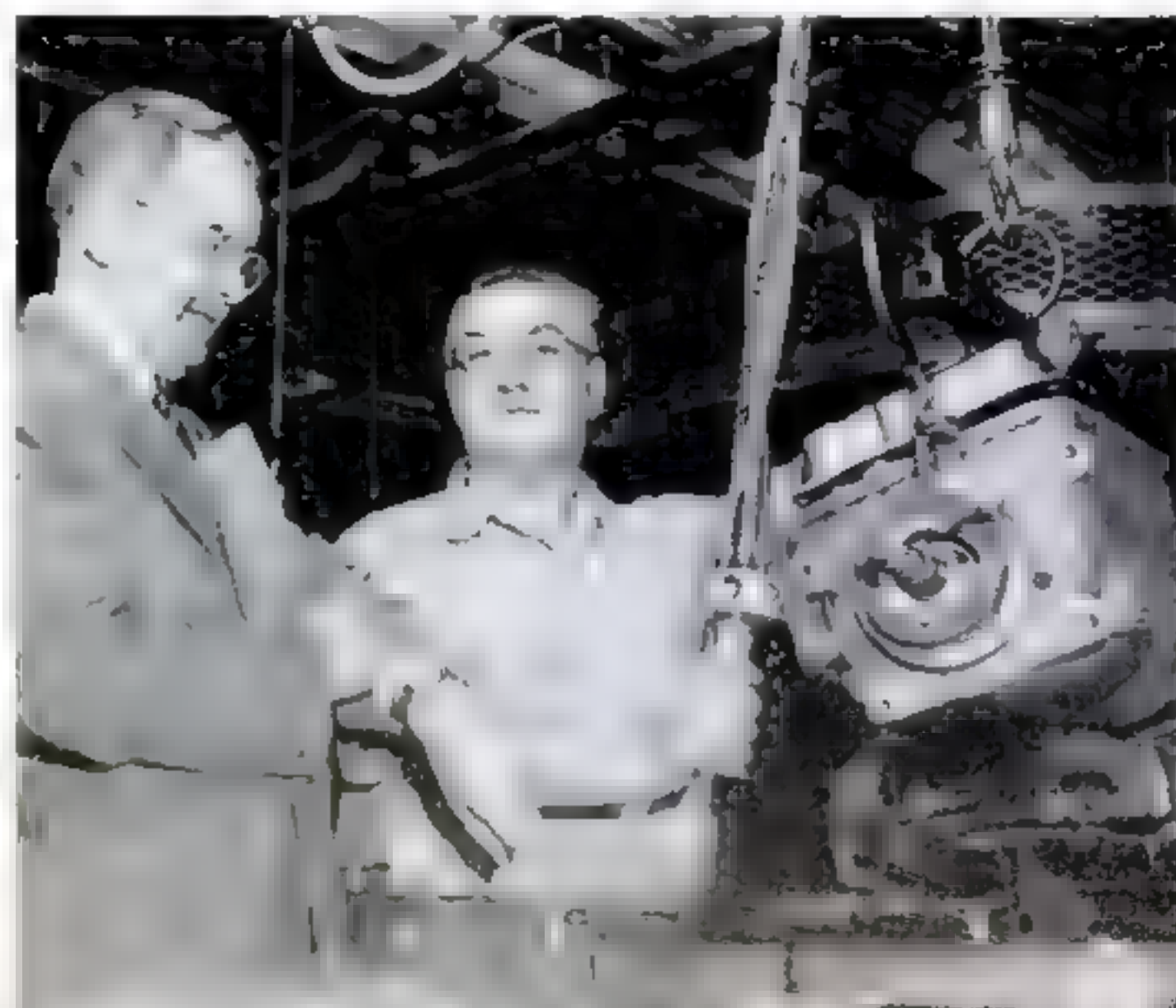
OLD PARTS ARE SALVAGED for new machines at Willow Run. A drill press is pulled in by tractor (1). It passes a pile of parts salvaged from the Livonia shambles (2). Larry Touzeau, a veteran toolmaker, consults blueprint (3) as he

finds jig to fit the drill press. He attaches jig (4). Hauled on a forklift (5), the press moves to its final location which is chalked on floor. Press is carefully lowered (6) into spot where it will produce small levers for Hydra-Matic.

SPEED, SALVAGE AND SUCCESS

GM had to work fast in many directions—substitute other transmissions for Hydra-Matic in cars coming off the assembly line, move workers from one plant to another, salvage what it could at Livonia. From machines still usable in whole or in part, it established a large pile of spare parts at Willow Run where workers put them in machines en route to the assembly line. The small Riopelle plant at Detroit was first to get into production, and last week it finished its first Hydra-Matic transmission. In a few weeks, only four months after the fire and an estimated GM production loss of only 50,000 cars, Willow Run will start turning out Hydra-Matics.

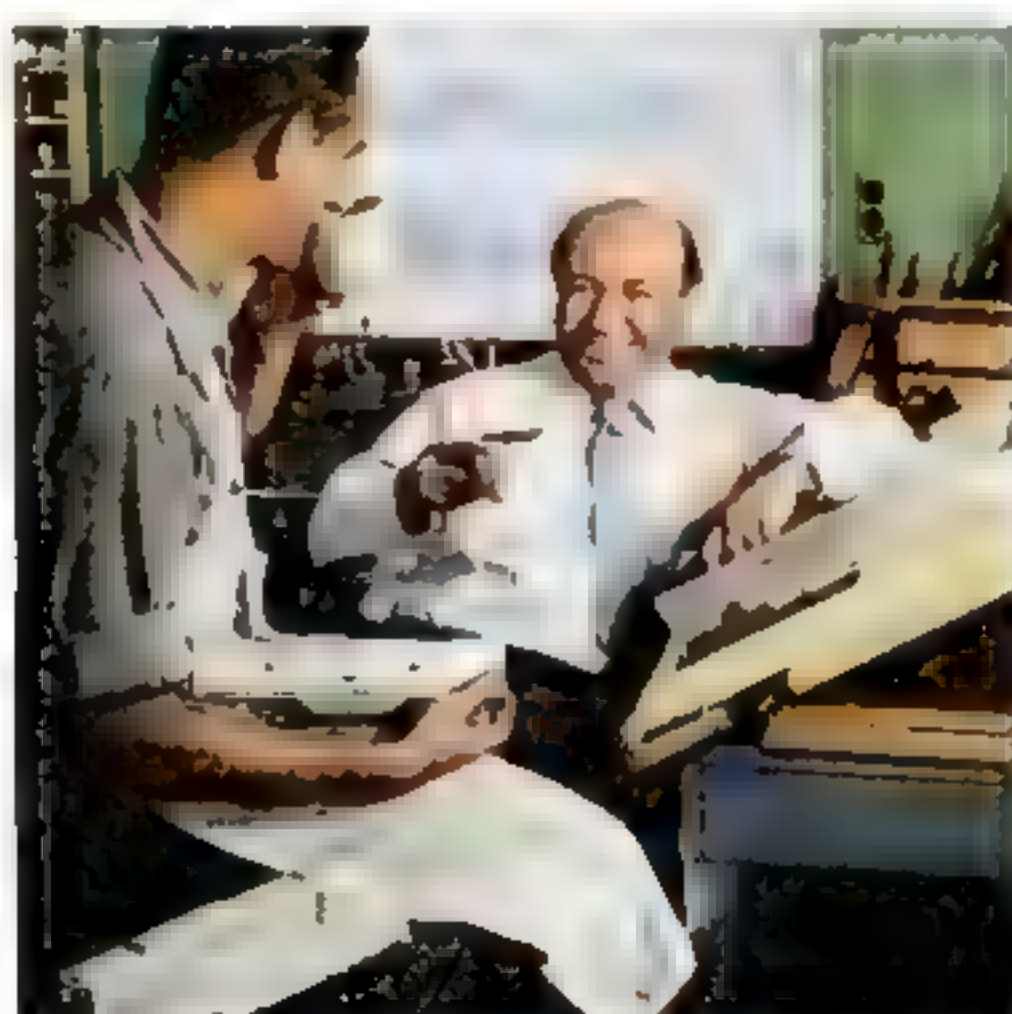
THE FIRST HYDRA-MATIC comes off Riopelle assembly line two months after fire. Manager D. L. Boyes (left) checks unit hoisted by John Wistewick.





THINK BETTER!... Famous toy train manufacturer Lawrence Cowen, President of The Lionel Corporation, talks over new models...and takes a "Coffee-break!" Coffee's gentle stimulation aids clear thinking, makes planning more fun. Building toys or buying them, working or shopping, you'll be more alert after a "Coffee-break!"

—give
yourself
a
"Coffee-break!"



WORK BETTER!... Toy trains are fun, but hard work builds them. That's why designers relax with fragrant coffee! Coffee's pleasant lift helps efficiency on every job. When your work is going slowly, take a break — for coffee!



FEEL BETTER!... Trains are fun for everyone—and a cup of delicious coffee adds to the pleasure! At work or play, at any hour of the day, enjoy coffee's hearty flavor. Pour yourself a cheerful cup. Give yourself a "Coffee-break!"

There's a welcome lift in every cup!

© 1953

PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5 • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

The Oil that First Pl



Famous Racing Driver Barney Oldfield
set many original world speed records
— consistently used Mobiloil!



First Solo Trans-Atlantic Flight—
3,600 miles nonstop New York to Paris—
Charles Lindbergh flew with Mobiloil!



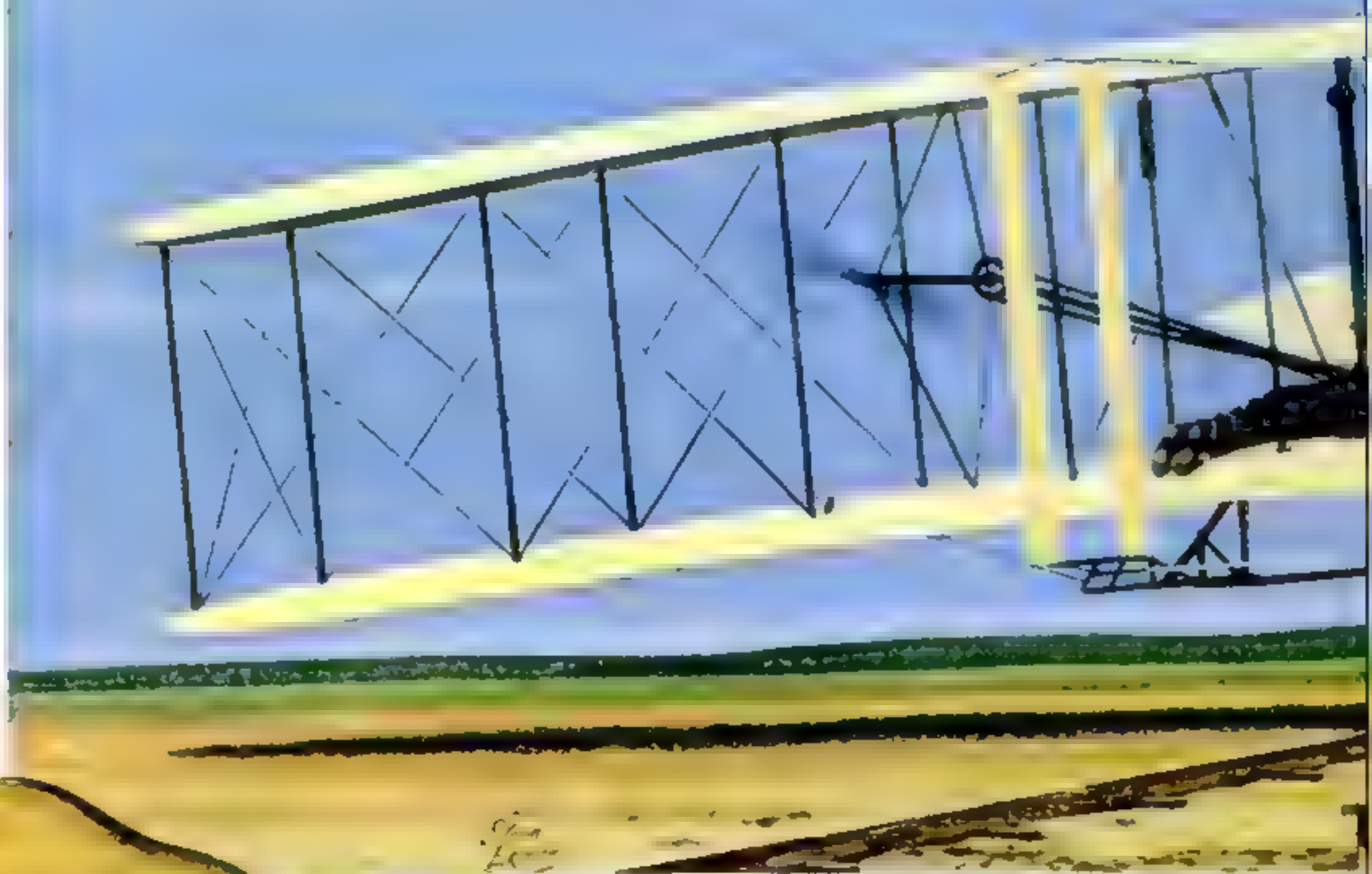
Fastest Car — owned
and driven by John
Cobb — averaged
394 mph with
Mobiloil to set
world's record.



SOCOMY-VACUUM OIL COMPANY, INC. and Affiliates:
MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

50th Anniversary Wright Brothers Famous First Flight...

Dec. 17, 1903 — Powered by a 12-h.p. engine, Wilbur and Orville Wright's tiny biplane rose from the ground...covered 120 ft. in 12 seconds. On this first successful heavier-than-air flight Mobiloil helped make aviation history.



No other Oil in the World can

Mobil

*Why Accept Less
For Your Car?*

The Super Detergent
Reduces Engine Wear

FOR 50 YEARS—THE GREATEST NAME IN MOTOR OIL.. TODAY TH

Helped the Plane Fly!



First Flight Across North Pole in 1926. Admiral Byrd, famous explorer, chose Mobiloil protection.



World's Fastest Boat — Stan Sayres' Slo-Mo-Shun IV set world speed mark of 178.5 mph. with help of Mobiloil.



1953 Winner at Indianapolis, Bill Vukovich won world's longest and toughest speedway race—rode with Mobiloil.

Match this 50-Year Record!

Mobiloil

**Oil...the Oil that Drastically
...the Oil that Saves Oil!**

*Mobiloil — Under API Classification, recommended "For Services NL, MM, MS, OG."

WORLD'S LARGEST SELLER!



**Ask for it at Service Stations,
Car Dealers and Garages!**

Will the whiskey you buy today
be the whiskey you buy tomorrow ?



Glenmore
KENTUCKY
STRAIGHT
BOURBON
WHISKEY

Produced and Bottled by
GLENMORE DISTILLERIES COMPANY
Covington - Kentucky

if in doubt...try
GLENMORE
KENTUCKY STRAIGHT BOURBON

If you haven't as yet found a whiskey that measures up to your standards, try Glenmore. From the first drink you'll know your luck has changed. You'll like Glenmore—it's satisfying—downright good, and makes a highball taste like a highball should. Next time, pour Glenmore. You'll be glad you did. Available in 86 or 90 Proof.

GLENMORE DISTILLERIES COMPANY • LOUISVILLE, KY.

DO THEY WANT IT DULL?



WITH COMIC PROPS, SCOUTMASTER PASTRY EXPLAINS ART OF CAMPING ON CHILDREN'S TV PROGRAM

Only the big moments of British TV furnish examples for the U.S.

by EDWIN O'CONNOR

ONE night five months ago some millions of Americans who own television sets departed from their normal viewing habits and tuned in for the first time in their lives to a program which was 90 minutes in length and which, from beginning to end, was almost totally non-American. It was the film of the coronation of Queen Elizabeth II, a program which was largely the product of the television service of the British Broadcasting Corporation.

The only specifically American touches to the program were the extraordinary commercials: for example, the Queen of England stepping down from her royal coach suddenly dissolving into a radiant Miss Pontiac of 1953 stepping down from her Body by Fisher. The program was British to the core, and for most Americans it marked their first experience with British television. And because it was so superbly done—it must surely have been one of the most remarkable television shows ever offered anywhere—many an American viewer wondered: Is this really a sample of British television? Is this the kind of thing they've been getting over there all along?

The answer is "yes"—but with an enormous qualification. An event like the coronation is pure catnip to British television; that is just the very thing it was born to do. Confronted with the task of presenting a coronation, a royal wedding, a Shakespearean cycle, British television responds with swiftness and magnificence. It is a formidably

high-minded operation, at its best with splendid, noble or solemn moments. An American who meets British television for the first time during one of these moments is apt to come away dazed and a little resentful. He will almost certainly feel as I did, looking at the BBC product from the viewpoint of a television critic who was all too familiar with U.S. TV screens, that the boys at home have somehow missed the boat.

Still there is that qualification. British television handles its big moments admirably, but what about its little moments—what the viewer really wants to know about his television service is not how it will deal with a state procession eight months from now, but rather how it will deal with, say, the hour between 1:00 and 2:00 tomorrow afternoon.

In Britain the answer to this is easy. Between 1:00 and 2:00 on any day, British television will present nothing. It will present the same thing, in fact, all during the morning and for most of the afternoon, except for the hour between 11:00 and 12:00 when it projects test cards and old newsreels to help TV salesmen demonstrate their sets.

The first bit of non-nothing, or something, on an average BBC-TV day occurs at 3:00 in the afternoon with film revivals and women's programs. At 4:15 this interruption is over and once more there is nothing, lasting until the *Children's Hour* from 5:00 to 6:00. At 8:00, after another two hours of nothing, the television day for British



I dreamed I was sawed in half...



There is a *maidanform* for every type of figure.



POPULAR BRITISH COMICS lean heavily on a worn-out brand of slapstick. Norman Wisdom (left) gets tangled in rope and sticky paper, inevitably winds up with a pratfall. Vic Oliver here is trying to squeeze a laugh out

BRITISH TV CONTINUED

adults begins. It may end at any time from 10:15 to midnight, all depending upon the something that is being offered.

The final program of the day is "Weather Forecast and News" and this represents a television compromise between something and nothing. The forecast is accompanied by meteorological charts but the news offers sound without pictures, the very thing that used to be done on that old medium known as radio.

Critics of American television, who so often deplore that industry's addiction to the frivolous, will never be able to level that charge against its British counterpart. One sees the difference best in the way the two systems approach the same subject: for example, marriage.

On American television, except for the morning soap operas, which are a world in themselves, marriage is always a variant of Burns and Allen. The successful husband-and-wife shows—*I Love Lucy*, *I Married Joan*, etc.—all have as their premise the fact that marriage is nothing more than two irrepressible people playing house. There are difficulties, there are even spats, but there is seldom anger or disaster. Occasionally the husband may become mildly exasperated by some peccadillo of his beautiful but addled wife—as, for instance, when she draws his life's savings from the bank to give to a glistening Buenos Aires promoter—but he is quickly mollified when with her own two hands she bakes him a plaster-of-Paris cake on which he breaks a tooth. This naturally brings them together in an embrace, with the husband murmuring between kisses that she may be a funny kid, but she's his, all his, and life's a funny proposition after all.

Soap operas, British style

THIS could not happen on British television, where life is never funny. An outstanding tribute paid the married state on BBC-TV was a recent documentary series called *The Pattern of Marriage*. A young couple marries. They have no money. They can find no place to live and have to come back home to live with mother. What with mother being a grand old party, who specializes in building tensions, the rising cost of living and the fact that both husband and wife discover that if you really try it's easy to get on each other's nerves, the little love nest vibrates between hopelessness and smouldering rage.

The Pattern of Marriage ran its grim way for several weeks over BBC-TV. What effect it had on young people who had intended to get married but who had the misfortune to own television sets is not, regrettably, a matter of statistical record.

For relief from marriage, either their own or the BBC-TV version, Britons can look forward to Saturday night. This night is usually called "fun night." Invariably a variety show is presented, often originating from remote music halls in Bristol or Leeds. It is rough and ready entertainment, with local audiences howling at a procession of strangely gifted performers—a woman who sings like a man, a man who sings like a woman, a talented fellow



of another comedian's broken fiddle. Usually he has better success with repeated jokes about his falling hair and dandruff. Ted Ray finds humor in a loud "American" necktie, tells endless stories about people with false teeth

able to balance pool balls on his rump. The high jinks are noisy and uneven, with the audience providing most of the fun.

There are more sophisticated variety shows which come from London or a BBC-TV studio. In these the viewer may see a line of chorines, a well-known dance team, a playlet featuring a stage or movie celebrity, a magician, or some kind of audience-participation game—like the one in which a man named Ronnie Waldman holds up to the camera photographs of famous men, and asks the viewers at home to telephone him immediately if they can identify the men.

"Now here's one," he said, "from our friends across the sea. It's a picture of a former president of the United States. His name was Roosevelt. We all, of course, know of Franklin Delano Roosevelt, but this is the picture of *another* Roosevelt! I wonder who'll call and give me his name?"

It was a woman who called. "Theodore Roosevelt," she said. "Theodore Roosevelt is absolutely correct!" said Waldman. "I congratulate you, madam. That was extremely clever of you."

It was, indeed, especially since the picture was an excellent likeness of William Howard Taft.

Programs like this are invariably in the hands of British comedians, and to see the British comedian on television is to realize at once why touring American comedians are so popular in London. There are several comedians who work more or less frequently on British television. A listing of a few of these, with their special accomplishments, may be helpful:

1 Vic Oliver: Musician-comedian. All British comics kid the orchestra leader. As Mr. Oliver is his own orchestra leader he kids himself. His speciality is joking about his hair line. It is receding.

2 Ted Ray: He tells a great many jokes, the great majority of which are about false teeth. He is very possibly the only comedian in the world whose material sounds as though it is written chiefly by elderly dentists.

3 Norman Wisdom: Mr. Wisdom falls down. If that does not get a laugh, he falls down again. If *that* fails, he falls again. Etc.

Although this grade of comedy has counterparts on American TV, the British have no counterpart at all for the Americans' highly specialized method of purveying intimate information through commercials, a great many of which have to do with some aspect of health or personal hygiene. Happily they are only one minute long and at least conditionally optimistic. A wallflower, crouched disconsolately by her telephone, suddenly jumps up, brushes her teeth with the right paste and before you know it she's out dancing with rich boys. Another girl shyly reveals that she has not had "briar-patch" legs since she discovered the right depilatory. Good, solid, hopeful medical information.

On British television there are no commercials, but something of the same information is available through the medical documentary programs. These are at least a half-hour long, and the outlook usually is characteristically dark. The program *Modern Dental Surgery* was advertised in a BBC-TV journal as "... a demonstration featuring gigantic gums and teeth." They were,

CONTINUED ON NEXT PAGE



in my maidenform bra

The dream of a bra: Maidenform's Maidenette®

In acetate satin with lace; broadcloth with lace,
or nylon taffeta with nylon marquisette... from 1.50

Send for free style booklet, Maidenform, N. Y. 16

MADE IN U. S. PAT. OFF. © 1953 H&M HIGGINS BRASSIERE CO., INC. JEWELRY BY KARL

COLGATE CHLOROPHYLL

DESTROYS BAD BREATH

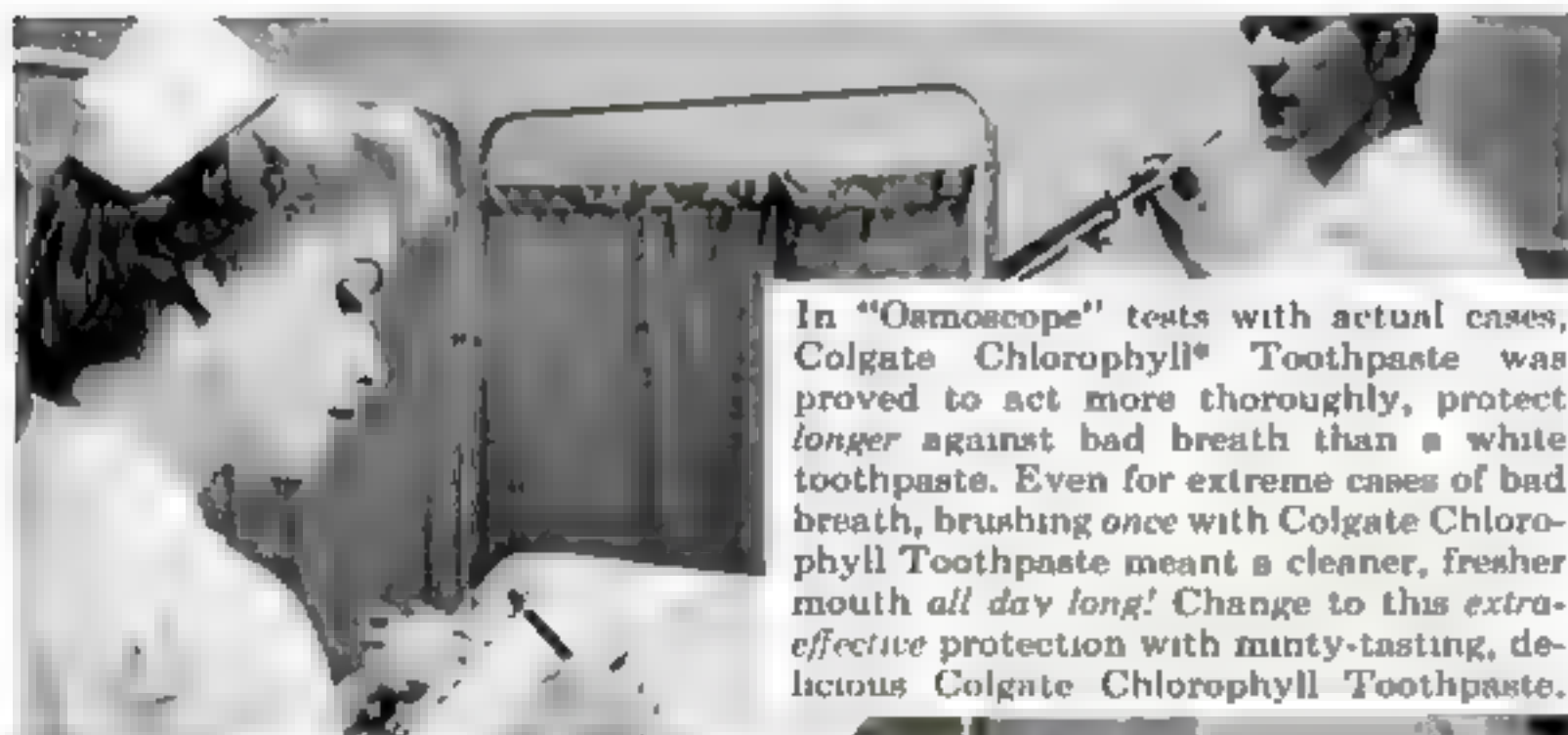
ORIGINATING IN THE MOUTH

MORE EFFECTIVELY

Than a White Toothpaste!



JUST ONE BRUSHING GIVES YOU LONGER PROTECTION!



CLINICAL TESTS PROVE IT!

Works Better, Longer Than A White Toothpaste!



*Contains water-soluble chlorophyllins



HEALTH PROBLEMS occupy big part of BBC television time. Dental program offers a live patient under the drill, complete with grinding sound effects.

BRITISH TV CONTINUED

too—just about the most gigantic gums and teeth ever seen anywhere, with a man in a white coat working on them to illustrate a new method of extraction which strongly resembled the uprooting of a California redwood. Merely to watch this required a local anesthetic. I also saw a program called *Pain*, starring a pickled brain, and *The Tobacco Habit*, a disheartening study of what happens to the heart and lungs of a smoker under a tide of nicotine.

British television seems fascinated by the fact that man is mortal and subject to decay. It is continually reminding the viewer that anything can happen to him and probably will. The program *An Accident Took Place* was a half-hour documentary designed to show the viewer just how easily he can get killed on the street. If he decided thereafter to stay off the street there was another program called *An Accident at Home* which proved to him that his own house was about as safe as Yucca Flat.

This same solemn spirit can be noticed even in the televising of such things as minor sports. Not only are such widely popular games as cricket and football given full and solemn treatment at peak viewing hours, but so are badminton, judo, motorcycle racing (uphill and on the flat), tug of war, billiards, Japanese sword-play and ping-pong. I have had the unexpected pleasure of hearing a ping-pong play-by-play announcer (a specialist not known in this country) conduct a grave interview with a Grand Old Ping-Ponger of the Past during an intermission of a national tournament. It went like this:

ANNOUNCER: I think you may agree with me, Sid, when I say that the most remarkable feature of this evening's play has been the way Victor has been performing. After all these years of tournament play, he's still going strong, isn't he?

OLD PING-PONGER: Yarse. Still, 'is legs is givin' out, if y'see what I mean.

ANNOUNCER: Yes, yes, I see what you mean very well indeed, Sid. Yet it is remarkable that he continues to play so well after so many years of active competition, isn't it?

OLD PING-PONGER: 'E'd be as good as 'e ever was if it wasn't for 'is legs. They give out on 'em. The legs goes first.

ANNOUNCER: Yes, yes, indeed they do. To be sure.

OLD PING-PONGER: When a man's legs goes, 'e goes.

If, on this particular night, you did not want to watch ping-pong, you could tune in only on that reliable of British daytime television: nothing. British television is still one-channel television and run noncommercially by a government monopoly. Parliament has considered opening some channels to private interests, possibly with programs sponsored by advertisers.

Commercially operated, and therefore competitive, television in Britain could well begin by speeding up the presentation of news. In addition to the late night news which has sound but no pictures, BBC-TV offers live coverage of special events and excellent television newsreels. A British television newsreel differs from ours principally in that it is not in a hurry. In America a news story is on television the very day it happens. In Britain it may be on the next day or several days later. In that respect, and also in their excellent film quality, British television newsreels resemble our moving picture newsreels rather than our television. On BBC-TV a 15-minute newsreel is shown five nights weekly, Monday through Friday; then on Saturday a résumé of the week's events is shown. The viewer who has already seen the newsreels on their original

CONTINUED ON PAGE 116

Bourbon de Luxe

KENTUCKY WHISKEY



No, no, E. S.! As a man of discrimination, don't just ask for bourbon . . . ask for Bourbon de Luxe!



THE
BOURBON
DE LUXE CO.,
LOUISVILLE,
KENTUCKY

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get
**FAST
RELIEF**

WITH



The way
thousands
of physicians
and dentists recommend

Here's Why...

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

the world's thinnest and smartest waterproof watch!

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145-22
S.L.

Sandoz

MADE IN SWITZERLAND

SALE AND SERVICE BY LEADING JEWELERS THROUGHOUT THE WORLD.
SHIRLEY ROAD, INC., 224 FIFTH AVE., NEW YORK 10, N. Y.

BRITISH TV CONTINUED

nights may either sit through the résumé or close his eyes and ears and wait quietly for fun night to begin.

Allied with the newsreels are discussion programs, chief among which is *In the News*, a half-hour show presented every Friday night, in which members of various political parties cross somewhat limp swords.

As for the news commentator on British television, he does not exist. A Winchell on BBC-TV would be unthinkable. BBC-TV does not believe in allowing any individual a regular platform for the spreading of his private opinions. Also, the star system has never been encouraged on British television. While there are entertainers who are great favorites, they are by no means akin to the minor gods they might become on American television. Ted Ray, for example, is a reasonably popular entertainer, but he has no great loyal band of followers who wander about England in imitation of the master, telling each other jokes about false teeth.

On the whole, children seem to do about as well as anybody with British television and get far better programs than children who watch the small screen in America. The *Children's Hour* provides both great excitement and variety. Instead of a daily diet of Howdy Doody and Gabby Hayes (as diets go, a fairly murderous one) British children are fed a heady mixture of movies (*Renfrew of the Mounted*), a dramatized chapter from a children's classic (*The Count of Monte Cristo*), a puppet show (*Muffin the Mule*) and natural science (*Supertime at the Zoo*), on which a python can be seen lazily digesting a preheated rat. This is greeted with cries of delight.

Of cooks, insults and spineless youth

WHEN I was in London the two most popular shows on BBC-TV were of American origin: *Victory at Sea*, the NBC film series on the American Navy in World War II, and *What's My Line?*, a panel show created in the U.S. which was helped to the top of British television ratings by its star, Gilbert Harding, Britain's foremost television performer.

Harding is a fierce, burly, growling man whose great television speciality is charity toward none, rudeness toward all. Shrewd, witty and well informed, he apparently reasons that in television an ounce of vinegar is better than a pound of honey any day. He is versatile and works hard. He will turn up on a housewives' program where, scowling formidably, he will tell his women viewers what abominable cooks they really are. He appeared before the younger generation in order to tell them they are "spoon-fed and spineless." On a literary program, in recommending books to his audience he somehow manages to convey his doubts of their ability to read. On his panel show he may put a studio contestant completely at his ease by roaring at him, "You must be balmy, sir! Absolutely balmy!" Harding is easily the most popular figure on British television and his name is a household word.

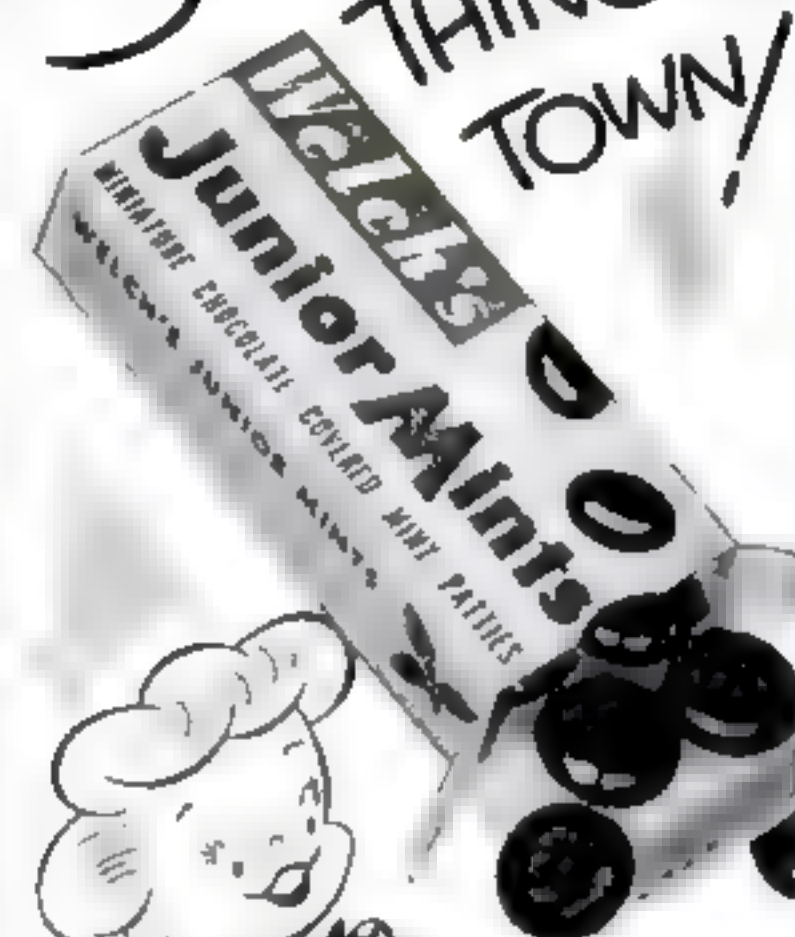
Close behind *What's My Line?* in popularity came *Victory at Sea*, a distinguished film series dealing with American naval forces in World War II. *Victory at Sea* had a curious history on BBC-TV. It was intended to show the filmed series unaltered. Then several former naval persons, powerful in government circles, intervened. They were aghast that BBC-TV was proposing to show the British people a program which was entirely about the American Navy. Accordingly a slight change was made. Each episode of *Victory at Sea* was preceded by a short talk, given by Professor Michael Lewis of the Royal Naval College, in which it was carefully explained that the British navy was in the late war too. This is what the British call supplying a "judicially corrective comment."

Backstage at BBC-TV the American visitor will discover that here too there is more than an ocean separating British and American television. Most of the activity of BBC-TV is centered in the Limegrove studios in London, a far cry from the gleaming TV supermarkets of Hollywood and New York. It is small, with but four studios from which virtually all studio television in Britain originates. It is unpretentious, even bare.

Limegrove has a workmanlike atmosphere, an air of being busy, but it lacks the frantic quality of its American counterpart. The personnel seem more relaxed. In the corridors there are no announcers hustling about being resonant and practicing manly smiles for the benefit of potential sponsors. There are no sponsors on British TV, and besides two of three staff announcers are women.

On the executive level BBC-TV authorities are busy men who dress well but quietly and talk the same way. There is no flash, no dash, no wasp-waisted sharkskin suits or sudden phone calls to Santiago, Chile. For a pick-me-up in the middle of the day, the British television executive has a cup of tea instead of an Alka-Seltzer.

THE
SWEETEST
THING IN
TOWN!



5¢ everywhere.
Also in 10¢ and
larger "take
home" packs.

Chocolate covered mint patties,
no bigger 'round than a nickel.
Yum! They're the sweetest buy in town!

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF.

CONSTIPATED? **NR**

Nature's Remedy
gives gentle yet thorough
overnight relief! No griping! Not habit-
forming! Proved dependable for over 60
years by millions. Try this all-vegetable
laxative now. At your drug store!

Nature's Remedy
NR TO-NIGHT TONMORROW
ALRIGHT

A-1 SAUCE
Grand on
BAKED
BEANS!

Ask for A-1 when dining out, too!

Chapped lips?

Here's fast relief

Mentholatum Medicated Stick contains lanolin, menthol—other soothing, helpful ingredients. Fits pocket or purse.

Screw-on cap keeps out dust, lint, tobacco

MENTHOLATUM medicated STICK

Now in new plastic case



In *Douglas* shoes
you look good
and feel great

Douglas makes fine shoes for men, always has...always will.



W. L.
Douglas
SHOES FOR MEN

\$8.95 to \$12.95 for most styles
Illustrated Style #3709 in handsome
Burgundy heather-grained leather.

W. L. Douglas Shoe Company, subsidiary of General Shoe Corporation, Nashville, Tennessee



Car Owners-Remember...

Friction-Proof Every 1000 Miles

**SAVE 1 GALLON OF GAS
IN EVERY 10**



How Just add a pint of Wynn's to your crankcase every 1000 miles. Result—better than a free mile of driving in every 10. (Actual driving tests covering over 200,000 miles show an average miles-per-gallon increase of 11.6% after adding Wynn's.)

Why Wynn's Friction-Proofs your engine—it doesn't change your oil. It's an amazing chemical compound that is carried by your motor oil to friction points, actually penetrating and smoothing the microscopic sawteeth that cause wear, reduce power and mileage.

P.S. For complete Friction-Proofing (besides adding Wynn's to crankcase every 1000 miles) add a can of Wynn's Ring & Valve Additive to your gas tank regularly... tell your serviceman to put Wynn's Bearing & Gear Additive in transmission and differential every 5000 miles.

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1. Increases Engine Life
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*The name for Wynn's exclusive power-adding maintenance function.

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Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

**VICKS
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Use as often as needed.

BRITISH TV CONTINUED

The British television executive is a calmer man than his American opposite number, and his life expectancy is longer. He is also a satisfied man. He is convinced that he is working for the best television service operating anywhere in the world today.

About American television the British television executive has certain definite ideas. He admires its equipment, its technical expertness. He is politely doubtful about its over-all value as a program service. It is, he thinks, too brash, too superficial, not at all serious enough. Solemn occasions, for example, are handled in a notoriously unsolemn manner.

"Just take your national political conventions. That roving camera, peeping about the hall, deliberately focusing on that delegate puffing at a cigar while your national anthem was being played. That's the sort of thing we won't do. Not at all dignified."

It was suggested that this might have had a validity, that exposed to his fellow countrymen the delegate would think twice about puffing the next time. Just such a thing might improve the public manners of our officials. The executive remained unconvinced.

"Yes, yes, possibly so. Still... it's basically a question of taste, isn't it? If one of our cameramen did it, he would be reprimanded. Either he or the director, whoever was responsible. The main thing would be to prevent a repetition. It's the sort of thing that isn't done. Not really."

It is not an isolated point of view. The attitude of British television as a whole toward its American relative is that of a staid old gentleman who, renowned for the correctness of his clothing at all times, is forever embarrassed by his younger brother who owns the most expensive collection of zoot suits in the world.

Yet the American visitor may wonder whether sometimes dignity may not run the risk of becoming just plain stuffiness. He may wonder further why it is that British television, for all its superlatively done plays, its eloquent talks, its sometimes extraordinary special events, should so often, in the routine aspects of its week-to-week programing, produce the effects of boredom and dullness. It is at this point that he may remember an English moving picture called *The Final Test*, which played London movie houses last spring with great success.

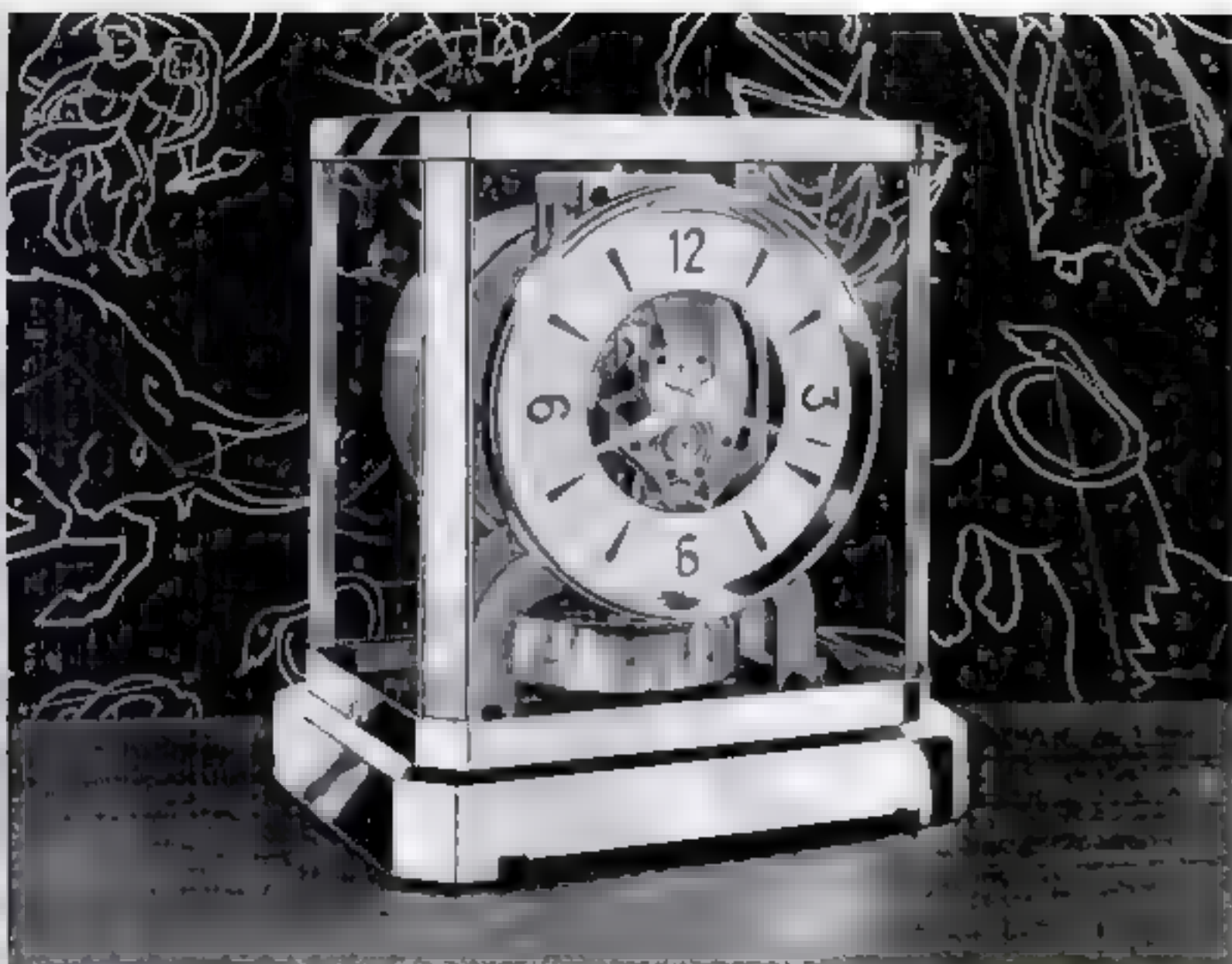
It is a movie about cricket. In the opening scene an American senator, visiting England, wanders into the grandstand to watch the match. It is his first experience with the game and he is puzzled. He asks several questions of an Englishman seated next to him. With each answer he becomes progressively baffled. Finally he throws up his hands and cries, "I don't get it! Why, the way you explain it, this game sounds just plain dull!"

The Englishman looks at him curiously, and raises a languid eyebrow. "But of course it is," he says. "It's meant to be!"

Maybe that is the clue to British television.



TERRIBLE-TEMPERED Gilbert Harding, BBC-TV's liveliest personality, specializes in rudeness toward fellow performers, panel members, audiences.



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LE COULTRE FUTUREMATIC. 100% automatic, it has no winding stem. Engineered to be the most accurate automatic watch in the world. It cannot overwind or run down. Gold-filled, \$99.50. 14K gold, \$165.



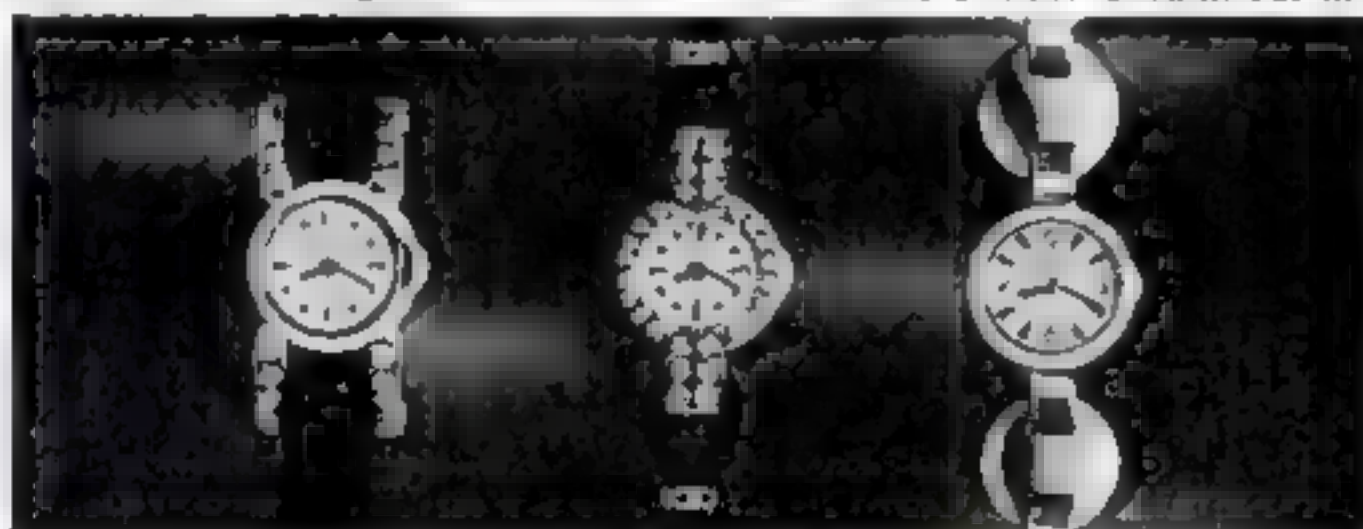
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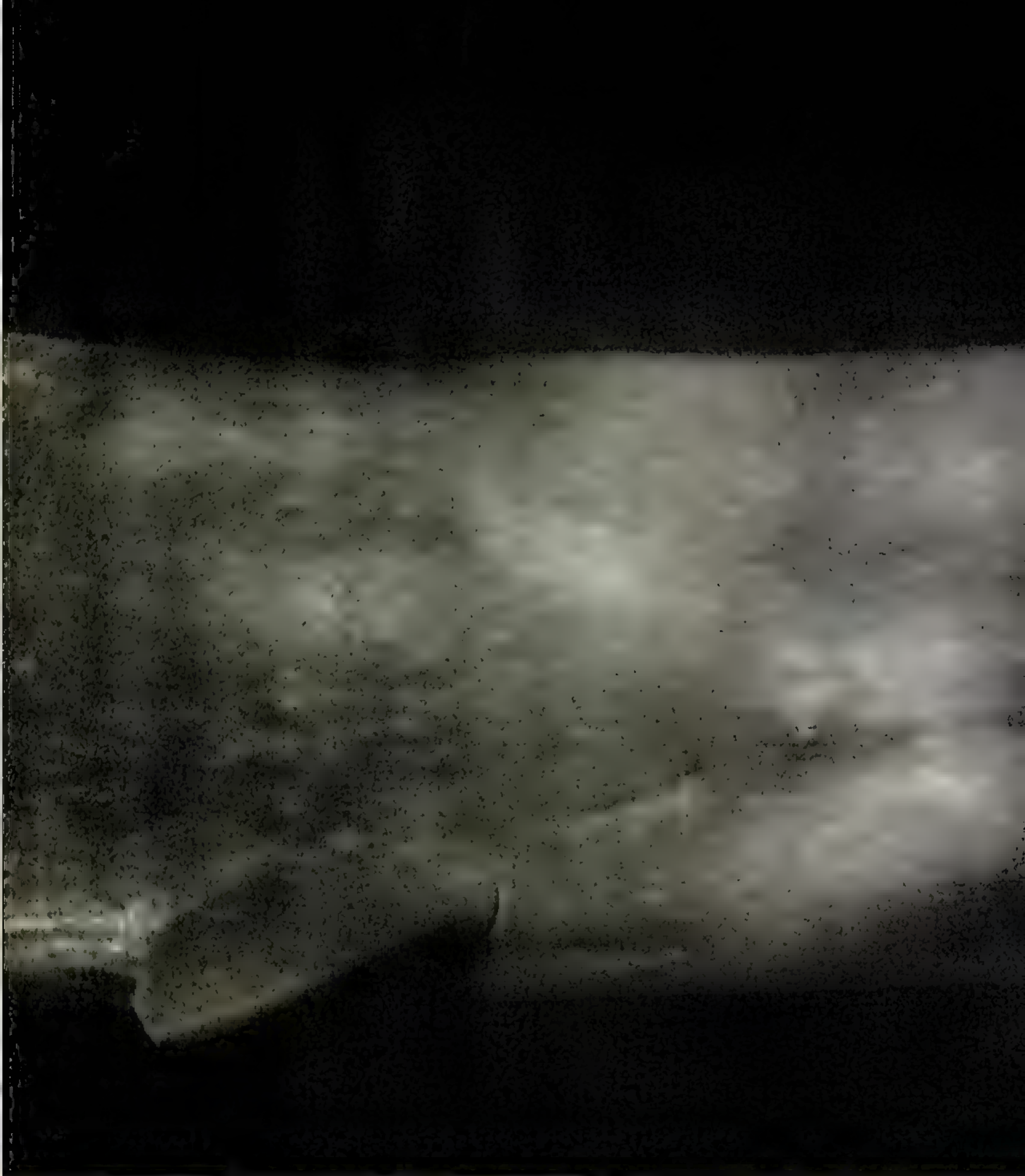
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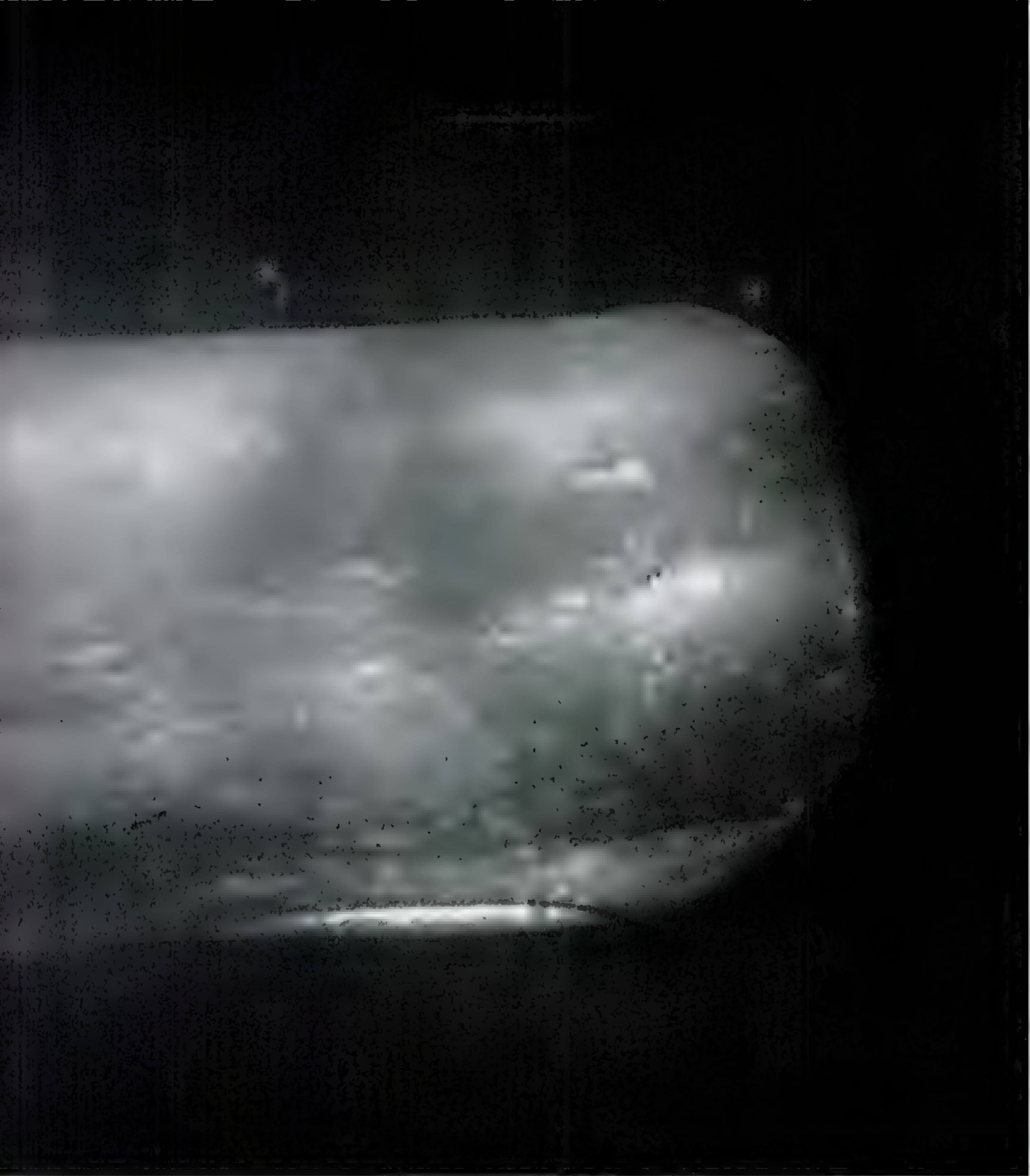
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THE GREAT SPERM WHALE

This is the first picture ever made of Moby Dick swimming free below the surface



For centuries men have marveled at the great sperm whale—the most magnificent creature the sea has spawned, and have seen in him—as Melville did in his story about the white sperm whale, *Moby Dick*—a symbol of the world's gigantic forces of good and evil. Sometimes captured in words, the whale's awesome look as he swims free below the surface is revealed for the first time in the picture above. It was taken off the Azores last month by Hans Hass, while accompanying the island's whalers (pp. 122-124).

Hass maneuvered his tiny boat for days until he finally got in front of an oncoming whale. Then he dropped over the side and swam out to intercept it. Diving down 45 feet, he waited motionlessly. As he watched, the gray form of the whale slowly emerged from the darkness. It was a huge bull, 65 feet long, its massive head pock marked by years of battle with its favorite food—the giant squid. "It passed only 20 feet away," said Hass. "Then its tiny eye spotted me, and with great speed it dove from my sight."



A DYING WHALE, harpooned by whalers, was photographed by Hass as wife Lette watched. Opening its huge jaw, the beast gave a deep, rasping cry.



LIFELESS FLUKE of the harpooned whale above, a small female, is grasped with one hand by Hass's wife as she holds a long fishing spear in the other.

CONTINUED ON NEXT PAGE

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Console Model 3HES6, 3-speed changer
12" speaker. \$275.00

Presenting the greatest step forward in home music

in 28 years...the new **RCA VICTOR HIGH FIDELITY**
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Now, from the world's largest producer of phonographs and records, comes a thrilling new achievement in sound reproduction—RCA Victor High Fidelity—priced for everyone to enjoy!

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High Fidelity brings you recorded music with the natural brilliance and realism of an actual performance. It reproduces the extremely high and low frequencies that give music its "presence"—music you never dreamed was on your records!

How can RCA Victor bring you true High Fidelity for as little as \$139.95?

The answer lies in RCA's unique background and extensive research in the many related fields of sound. Out of this research came new developments that enabled RCA Victor to mass-produce High Fidelity "Victrola" phonographs at prices everyone can afford.

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The introduction of high fidelity design into this exacting balance of pick-up, amplifier, speaker and

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A single demonstration will show you the vast difference RCA Victor High Fidelity can make in your enjoyment of recorded music. Go to your RCA Victor dealer's and ask him to play his *special demonstration record*. Compare RCA Victor High Fidelity—feature for feature, dollar for dollar! Once you've heard it, nothing less will satisfy you.

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Table Model 3HES5
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IT'S NEW! And masculine! Moderately scented with a real *he-man* scent — no more need to buy or borrow a "she-she" powder perfumed for a woman! And, unlike *after-shave* talcs, it's pure white — won't "stain" shorts or shirt. Try Mennen Bath Talc for Men — after your next tub or shower!

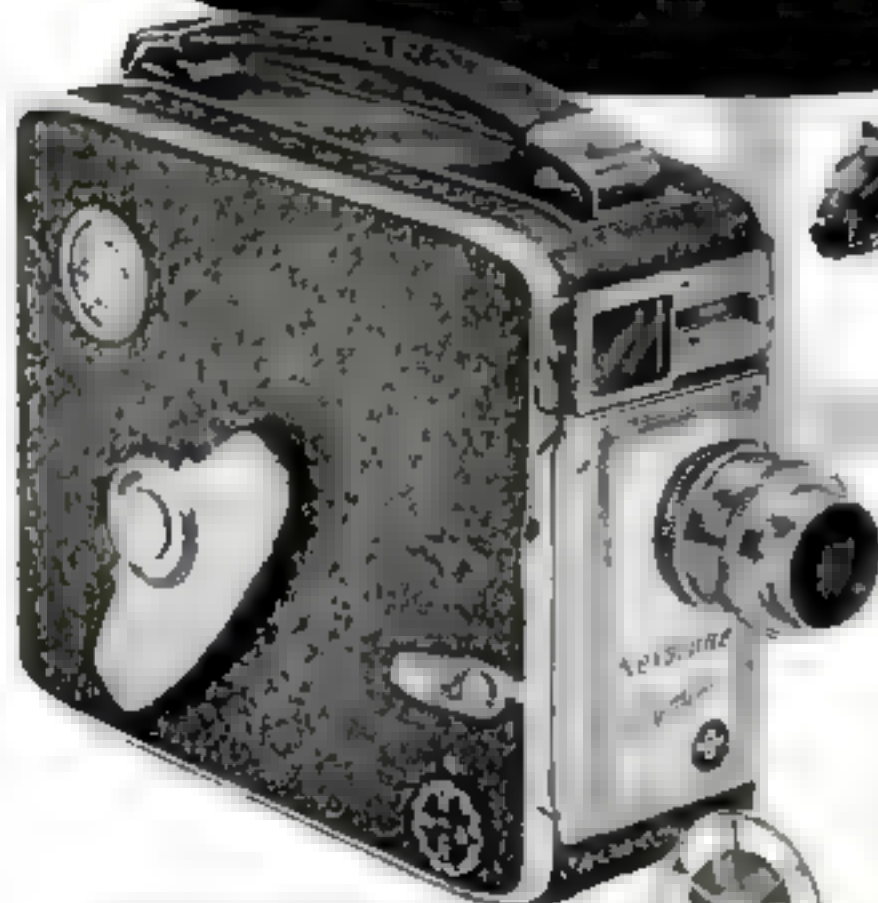
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500,000 happy users say

it's **Keystone**
Since 1919
for movie-making



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8mm Roll Film camera with exclusive easy-view MAGNAFINDER, drop-in-loading . . . just aim and press for perfect movies!
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Keystone Projectors from \$79.90 to \$169.50 incl. cases



Compare Keystone's rich, beautiful styling. Compare Keystone's 34-years of dependability. Compare Keystone's unerring precision!

Compare all these. Then match Keystone, feature for feature, dollar for dollar with other makes. You'll see why Keystone cameras and projectors are America's biggest value in happy movie-making!



Backed by famous Keystone Lifetime Guarantee
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Boston 24, Mass.
Available at all better camera and department stores.

SPERM WHALE CONTINUED

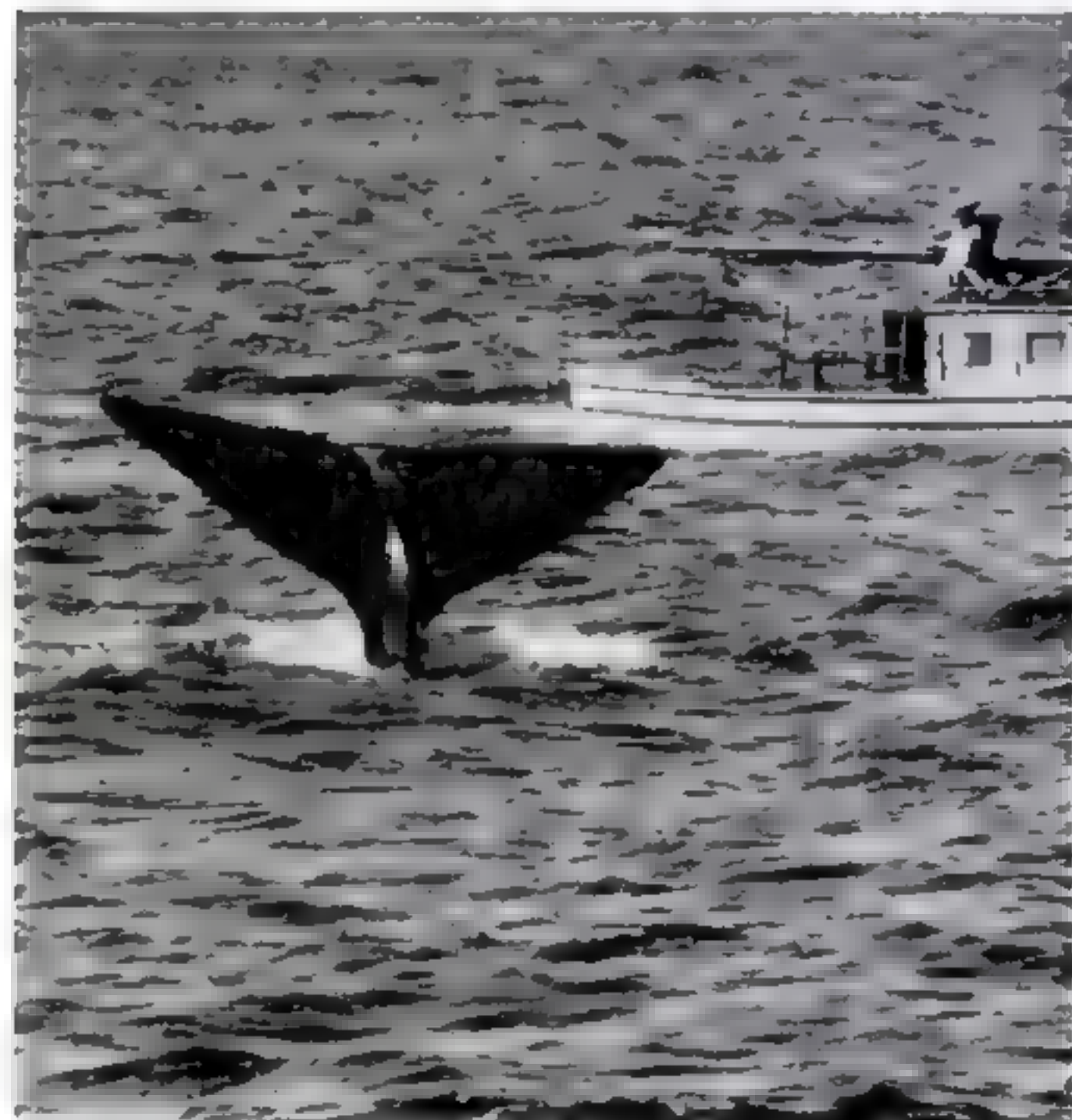


WHITE-TIPPED SHARK, named for markings on fins, has smelled whale blood and noses toward Hass with school of pilot fish. Then it turned and went away.

PERILS OF WHALING

The warm waters off the Azores are a favorite spawning ground for sperm whales. Though the young and old unattached bulls may wander far to the north or south, males and their harems cruise nearby all year long. The islands' Portuguese whalers, like the men of Nantucket and New Bedford a century ago, hunt the herds in small, open boats. Once lookouts on the island mountains have spotted the telltale spouts of the sperm whales, a small launch tows the whaleboats to sea and the crewmen take to the boats to harpoon the whales by hand. Pursuit by open boat is always dangerous, for with a single sweep of its flukes (*below*) a whale can smash a boat to splinters. And once the smell of blood is on the waters other perils accrue. Sharks converge from miles around (*above*) to try and take their share of the kill.

Photographer Hass, who had already photographed man-eating sharks and the huge manta rays, now felt it was time to try to photograph leviathan himself. "If you approach the great creatures of the sea without fear," he says, "and become like them temporarily, then you can travel with them. Actually it is almost always true that the larger an animal gets in size, the more shy he becomes. I knew this was true of sharks and I felt it would be true of the whales themselves."

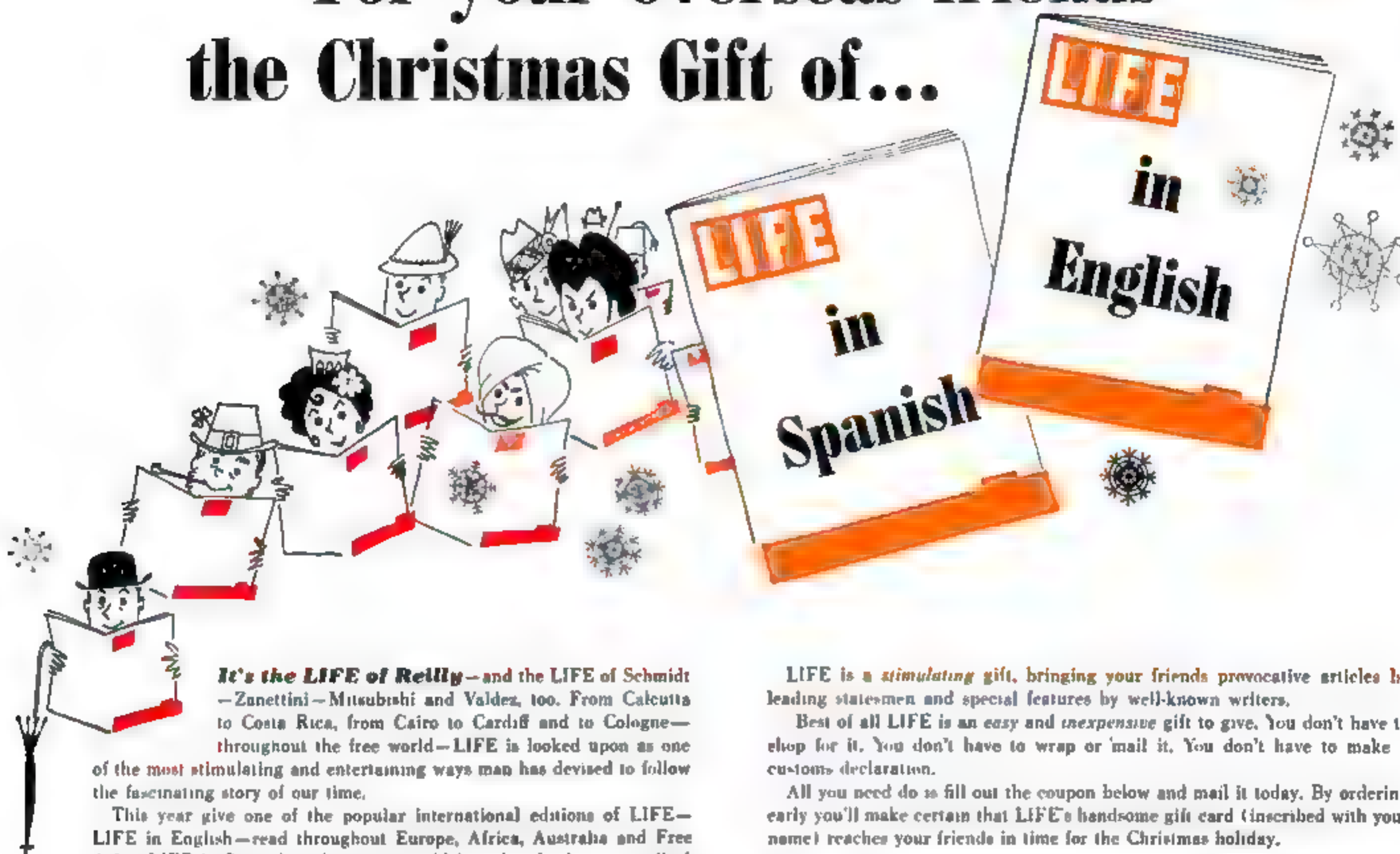


SOUNDING WHALE raises its great flukes in the air. Hass began dives from launch (*rear*), but its engine alarmed whales so he changed to a whaleboat.

CONTINUED ON PAGE 124



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It's the **LIFE of Reilly**—and the **LIFE of Schmidt**—Zunettini—Mitsubishi and Valdez, too. From Calcutta to Costa Rica, from Cairo to Cardiff and to Cologne—throughout the free world—LIFE is looked upon as one of the most stimulating and entertaining ways man has devised to follow the fascinating story of our time.

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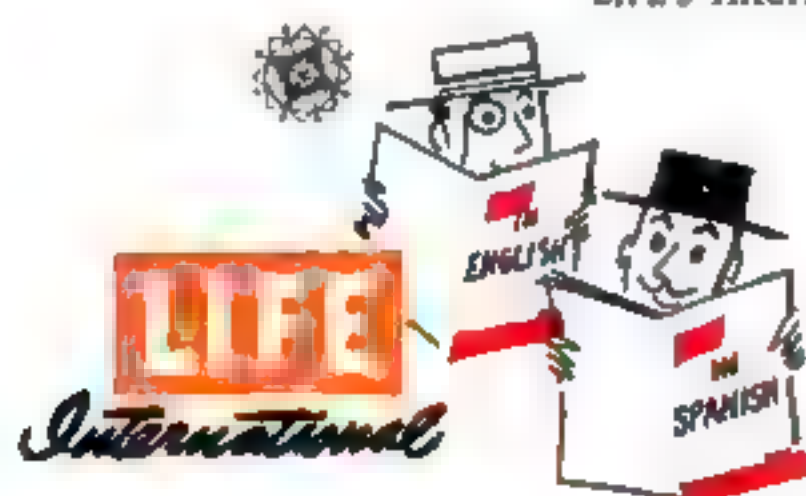
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BLUE BELL WRANGLER jeans, jackets, shirts have that real Western cut—and they're ready for rough and tumble wear. That's why five of the last six all-around world rodeo champs* wear them!

Wranglers fit—they're Sanforized to keep on fitting. Jeans have handy zipper closure that won't warp or buckle. Heavy 11-oz. denim. Just try to wear them out! Jeans for men, \$3.69; youths, \$3.49; boys, \$2.79.

Man's jackets, \$4.29; shirts, \$4.29. Misses' jeans (8 oz.), \$2.98; girls', \$2.79. A money-back guarantee! Blue Bell, Inc., Greensboro, N. C., World's Largest Producer of Work Clothes.

*RCA Radio



SPERM WHALE CONTINUED

A WHALE'S DEATH



HURLING HARPOON, the harpooner braces himself in the bow of the boat and aims for the sperm whale's back which is visible above the water. Whaleboats approach a slow-moving animal from behind, paddle quietly because its hearing is excellent.



WHALE SOUNDS, diving deep to try to pull the irons from his back. The rowers back water to keep the line taut and tire the whale. After it rises to the surface exhausted, the crew pull alongside and try to reach a vital spot with their long lances.



BEACHED WHALE, towed ashore by the power boat, is regarded by the Hesses. The whalers of the Azores kill about 250 animals a year, get oil and wax from their blubber, carve chessmen from their big teeth and even make walking sticks from dried nerves.



Soda leaves mouth "wide-awake" fresh

SWEETENS BREATH

Bicarbonate of soda (baking soda) gives you a refreshing, economical mouthwash and gargle. Just one or two teaspoons of soda in a glass of water helps sweeten breath, cleanses the throat. Use soda daily to keep your mouth and breath fresher... sweeter!



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for Free Booklet to Church & Dwight Co., Inc., Dept. L-11A, 70 Pine Street, New York 5, N.Y.

Throw Away that Shoe Brush, Mother! use **HOLLYWOOD sani-brown** ... shines instantly





PAUL McCOBB, designer of contemporary furniture. "In this room is a mirror I designed with a simple brass frame and an off-center X of brass wire for off-center design interest on the actual mirror surface. The mirror does its job—setting a three-dimensional quality, height and unity, because of the brass material in furniture and vertical supports."



JOHN GERALD, prominent interior design consultant and author. "In designing a room—whether traditional or modern—the decorative scheme revolves around a mirror as the focal point. Not only does the mirror add spaciousness and sparkle; it is a perfect foil for a grouping of prints or for any decorative accessories."



HELEN COLE, noted table-setting stylist. "A large mirror in the dining room doubles the festiveness of your table. The autumn colors of this harvest-season table setting and the warm glow from the candle tree are charmingly reflected and enhanced as a living picture on the wall. A magical enlarging of the room is also felt."



WILLIAM J. HENNESSEY, architectural consultant and author. "This built-in wardrobe with sliding mirrored doors partitions part of the bedroom—adds privacy for use as a dressing room. Mirrors, wisely used, enhance and dramatize the appearance of any room. They add stature to even the smallest house and complement any kind of interior design."

FOUR NOTED HOME STYLISTS show what you can do with MIRRORS

In designing their room settings, these famous home stylists on the Plaskon Home Arts Council used mirrors like those you'll find at any good department store, furniture store or mirror dealer. Perhaps not exact duplicates, but styles equally lovely and varied.

And with them you can try your hand at "mirror magic" with equally happy results. Mirrors brighten rooms—any room—and give them that extra professional touch

of a decorator's artistry. Ask the mirror department in your store about the simple tricks of "mirror magic".

But before you go shopping for mirrors there's one thing well to know. Be sure you get a mirror made of *polished plate glass* which will reflect faithfully the beauty of your room.

Mirror manufacturers who use L-O-F Polished Plate Glass identify their mirrors with the label shown at the right. Look for it when you go to buy your mirror.



When you buy mirrors, look for this symbol of quality

LIBBEY • OWENS • FORD GLASS CO • 2503 Nicholas Bldg., Toledo 3, Ohio



Enjoy a magnificent

AND MAKE IT BETTER THAN EVER WITH
BORDEN'S NONE SUCH MINCE MEAT!

No wonder it's better! Borden's None Such Mince Meat is made from 21 quality ingredients—plump, ripe fruits, imported spices and the finest of cider and beef. A special formula keeps them all in perfect proportion, month in, month out. It's so easy to use, always so sure—your pie's a triumph every time.

Bake up a pie that looks as grand

as the one on this page for your family. And do it this weekend!

Get Borden's None Such at your grocer's. It comes in 2 forms—Condensed in the 9-oz. package and Ready-to-use in the 28-oz. jar. And be sure to make the pie crust with Betty Crocker Pie Crust Mix* (gives you 2 action shortening, 1 for tender, 1 for flaky!)



None Such Mince Pie

(MAKES ONE 8 INCH PIE)

1 9-Oz. package None Such
Mince Meat
1½ cups water
1 to 3 tablespoons sugar
1 recipe pastry

Break None Such Mince Meat into small pieces, add water and sugar. Place over heat and stir until lumps are thoroughly broken. Boil briskly for one minute. Cool. Line 8-inch pie plate with pastry, fill with mince meat mixture. Moisten edge of crust with water. Cover with upper crust, trim, press edges together. Cut several gashes in center of upper crust.

Brush top crust with milk. Bake in hot oven (425 F.) until golden brown, about 30 minutes.

If you prefer to use Ready-to-Use None Such, line 9 inch pie plate with crust and pour in entire contents of jar.

← **FREE**
Recipe Booklet!



Get this wonderfully illustrated booklet with 11 easy-to-fix recipes. Contains 10 delicious None Such Mince Meat dishes to serve every month of the year. Just send your name and address to Dept. 11121, The Borden Company, 150 Madison Avenue, New York 17, N.Y.

*PRODUCT OF GENERAL MILLS, INC.

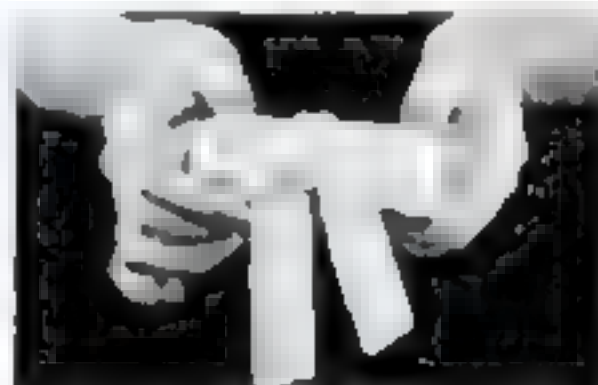
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mince pie this weekend-

USE **BETTY CROCKER PIE CRUST MIX**
WITH **2-ACTION SHORTENING**
1 FOR TENDER, 1 FOR FLAKY



Shortening with 2 actions melts pie crust to tenderness, then puffs it into rich layers of flakes. It's custom-made for Betty Crocker, blended with special pie crust flour. You'll notice the difference from the start! Get a package when it's mince pie time. (Borden's None Such Mince Meat for the filling, of course!)



DOUGH STANDS HANDLING!
Work with it, handle it, re-roll it . . . tie it in a bow-knot, it still bakes tender. Specially milled flour does it.

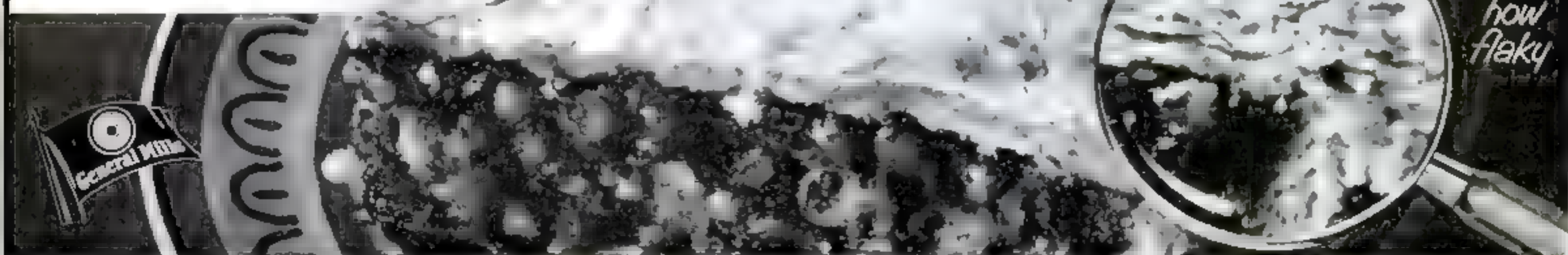


EASY-ROLLING PIE DOUGH!
Rolls out extra-easily because of special pie crust flour and 2-action shortening. Even Joan had no trouble.

JOAN CAULFIELD MAKES HER FIRST PIE

"Never made a pie in my life before, and just look at that fluted edge!" Proud as punch, Joan Caulfield turned out a pie picture-pretty with this easy handling pie dough. Betty Crocker staff member, Kathryn Hughes, showed Joan how to make fancy rope flute.

See lovely Joan Caulfield in CBS Television's "My Favorite Husband" each Saturday night live from TV City.



Enjoy Brach's Fine Candies

Lana Turner

Co-starred in M-G-M's **"LATIN LOVERS"**
Color by Technicolor

Bite into a Brach chocolate-covered cherry ... you'll taste the difference! You'll discover why millions prefer Brach's.

Brach gives you the biggest, plumpiest, juiciest cherries ... cordalled in extra smooth, triple-whipped vanilla creme ... double-coated with Brach's own rich, bittersweet chocolate. The quality is as superb as all of Brach's fine candies.

Enjoy the best! Look for these famous Brach brands at your favorite candy counter: Royal Anne, Morningside, and Villa Chocolate Cherries.



Brach's
CHOCOLATE
CHERRIES



World's Largest Makers of Chocolate Covered Cherries

Teahouse of the August Moon

A QUAIN OKINAWAN GREETING OPENS COMEDY HIT

At the beginning of Broadway's new hit comedy, *Sakini*, a citizen of Okinawa—played winningly by David Wayne—steps in front of the bamboo curtain and, like a master of ceremonies, starts the play with these lines:

Lovely ladies—kind gentlemen,
Please to introduce myself,
Sakini by name.
Interpreter is profession.
Okinawan by whim of gods.
Most important that rest of world not like Okinawa.
World filled with delightful variation
Illustration
In Okinawa—wash self in public bath with nude lady
quite proper.

Picture of nude lady in private home
quite improper.
In America—statue of nude lady in park win prize.
But nude lady in flesh in park win penalty.
But Okinawans most eager to be educated by conquerors.
Not easy to learn
Sometimes painful.
But pain makes man think.
Thought makes man wise
Wisdom makes life endurable.

BY JERRY RUBIN OF THE NEW YORK TIMES IN PATERSON





I Cleared Up
Itching, Burning
ATHLETE'S FOOT
with

Bactine[®]
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"I have been using BACTINE on a very stubborn and uncomfortable case of Athlete's Foot and want to tell you I haven't had such comfort in years. It takes out the burn and itch and dries up the tiny blisters that form. It's the first thing that has ever really helped me."



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**SORE, TIRED,
ITCHING FEET**
—bathe them with
BACTINE



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BRAND

AT ALL DRUG STORES • 3 CONVENIENT SIZES
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'TEAHOUSE' CONTINUED



A HUMAN PRESENT of a geisha girl is given to Fisby, who says, "I can't accept." But Sakai persuades him with, "Human present very lovely."

A HILARIOUS 'TWIN' MEET

Never in the history of military occupation has a conqueror paid a more hilariously charming tribute to a former foe than *The Teahouse of the August Moon*, a novel by Vern Sneider. Now made into a play by John Patrick, *Teahouse* tells how Captain Fisby, a young U.S. officer, "democratizes" some Japanese villagers on Okinawa. The admirable Fisby, engagingly acted by John Forsythe, accepts a gift of a geisha girl (*top*), helps the villagers brew seven-day brandy, doffs his Army uniform to put on native costume, and wins over an Army psychiatrist who is sent to spy on his odd behavior. As his crowning deed, Fisby uses some lumber—sent by the Army to construct a pentagon-shaped schoolhouse—to build what the villagers really crave: a handsome new teahouse. Behind the character of Fisby, and behind the story itself, is an appreciative attitude toward alien people and values that can be one of democracy's most heartening by-products.



ALWAYS ATTENTIVE, Lotus Blossom, the geisha girl (Mariko Niki), helps Fisby remove shirt while he is having phone talk with stuffy colonel.

CONTINUED ON PAGE 132

Out of the Dark, a Red Grenade



IT WAS AN APRIL NIGHT and the Marines, near Panmunjom, were under heavy attack. In one of E Company's machine gun emplacements, Corporal Duane Dewey and his assistant gunner lay on the ground, wounded. A Navy Medical corpsman was giving them aid.

Out of the darkness, and into the group, lobbed a live Red grenade.

Although he was already seriously wounded, and in intense pain, Corporal Dewey pulled the aid man to the ground, shouted a warning to the other Marine and threw himself over the missile.

"I've got it in my hip pocket, Doc!" he yelled. Then it exploded.

By smothering the blast with his own body, Corporal Dewey had saved his comrades' lives.

"Now that I'm back in civilian life," says Corporal Dewey, "I sometimes hear people talk as though stopping Communism is a job only for our armed forces and the government. Believe me, it's a job for you and me, too. And one way we can both do that job is to make our country stronger by *making our own families more secure*—through saving and investing in United States Defense Bonds. I own Bonds—as protection for my wife and kids, and to help my country, too."

*Corporal
Duane Edgar Dewey, USMCR
Medal of Honor*



Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity! Also, all *maturing* E Bonds automatically go on earning—at the new rate—for 10 more years. \$18.75 can pay back \$33.67, \$37.50 pays \$67.34. And so on. Today, start investing in U.S. Series E Defense Bonds through the Payroll Savings Plan where you work. Eight million fellow Americans find it a wonderfully easy way to save because it fits *any* pay check—you can sign up to save as little as a couple of dollars a payday! If you're self-employed, ask your banker about the convenient Bond-A-Month Plan.

Peace is for the strong! For peace *and prosperity*, save with U.S. Defense Bonds!



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DANDRUFF

Why it may be "the beginning of baldness"...

We do not claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists differ as to causes of baldness, but dermatologists do agree that the condition symptomized by excessive dandruff does often lead to baldness.

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*. In most men who have it, seborrhea progresses through three more or less distinct stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die before fully grown.
3. "Choking" of hair roots with fatty substance produced by glands, plus dead cells and dirt, may occur in hair follicles. Result is increasingly "thin" hair, often baldness.

A scalp hygiene program

Watch your general health; if "run down," see your doctor. Apart from that—give your hair and scalp the right kind of care. Here is an easy-to-follow home program—the Kreml Method of scalp hygiene—used by leading barbers and hairdressers:

Tonight, shake Kreml Hair Tonic generously on to your head. Massage your scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather—without putting any water on your head. You will find that the lather comes easily if you have used enough Kreml Hair Tonic.

Now, rinse with water. Lather again. Rinse. Dry hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it into your hair and scalp—and comb your hair in place.

At first, more dandruff flakes than usual may appear. This simply means your scalp has a layer of dandruff which is being "chased out." In stubborn cases, repeat Kreml-and-shampoo treatment.

Inhibits growth of Spores

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of the Spores of Malassez. The Kreml Method of scalp hygiene has helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method; and, if you are not entirely satisfied, write The J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid. We will gladly refund your money.

Get a bottle of Kreml Hair Tonic today. And if you need shampoo, ask for our Kreml Shampoo. See how quickly the Kreml Method of scalp hygiene makes your head feel better! The J. B. Williams Company.

'TEAHOUSE' CONTINUED



A DREAM of visiting a teahouse "where paper lanterns cast a light in the lotus pond" is related by an old man. "Give us our teahouse, sir. Free my soul for death."



SEVEN-DAY BRANDY, a local brew, is drunk by goat from a helmet. If the goat survives, Fishy knows that brandy is pure enough to sell and will make villagers rich.



THANKS TO FISBY, THE TEAHOUSE IS FINALLY BUILT AND HIS GEISHA GIRL DANCES TO CELEBRATE THE EVENT

TODAY...ON ITS

Golden Anniversary

THE NATION'S TOAST FROM COAST TO COAST

Today, Falstaff Premium Quality beer celebrates more than the golden anniversary of its famous shield-trademark.

Since the day it was registered, a half-century ago, it's been the mark of the choicest product of the brewers' art. Through the years, Falstaff has been so consistently smooth and mellow, so delightful in flavor,

it's won more and more faithful friends... and now Falstaff enjoys national fame.

Falstaff Premium Quality beer is available wherever you see its famous emblem of quality—the Falstaff shield. Taste Falstaff and join the millions of people, from coast to coast, who've made it their favorite. We promise you real beer enjoyment.



THE CHOICEST PRODUCT OF THE BREWERS' ART



THE CHOICEST PRODUCT OF THE BREWERS' ART

Simplicity

built to change your



4

**Great Models
for 1954...Best
Buys in Garden
Tractor History!**

New for '54!

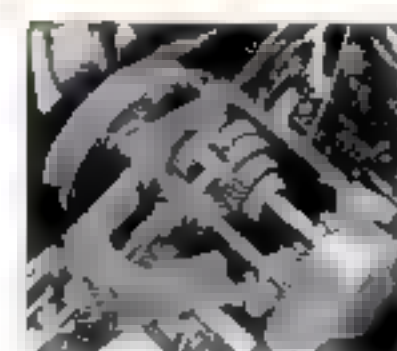
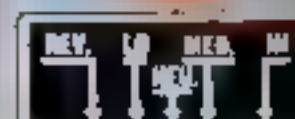


2½ H. P. MODEL F

ONLY \$199⁵⁰ F.O.B. Factory, attachments extra
Lever Gear Shift—6 forward speeds and reverse!

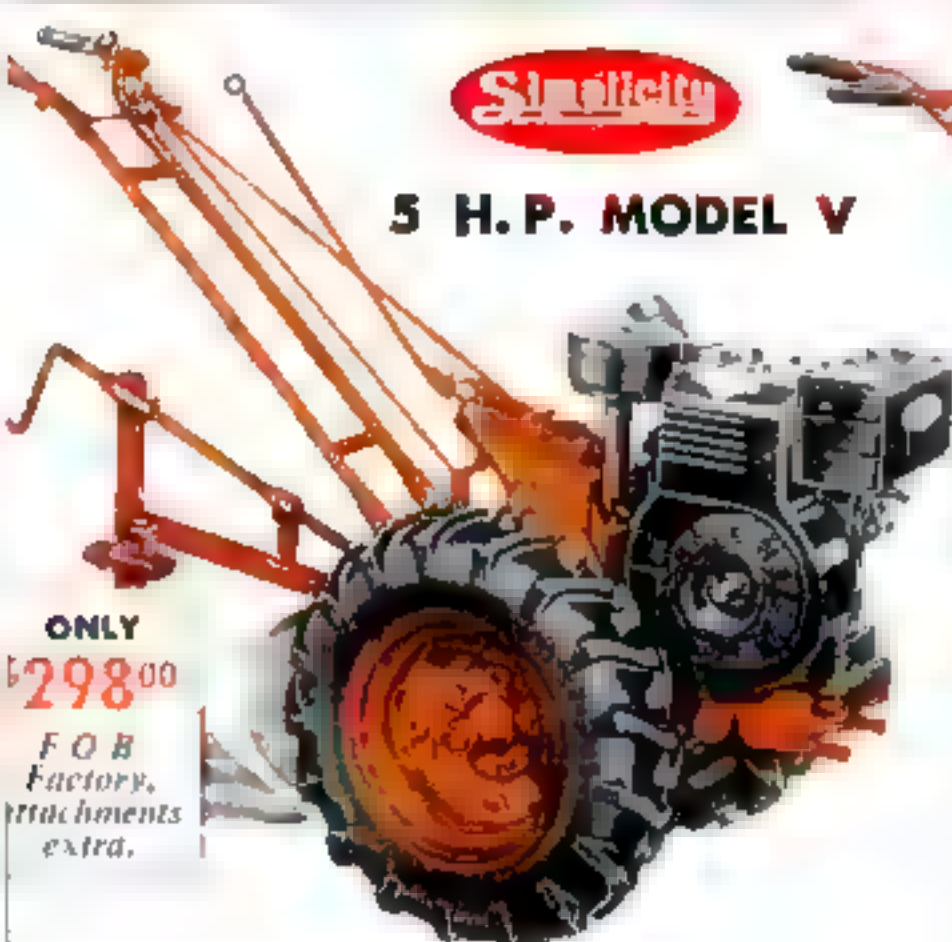
Here's America's peak value garden tractor—unmatched in its outstanding features by any other tractor. All-gear transmission—6 forward speeds and reverse. Speed range ¾ mph. to 6 mph. Dependable Briggs & Stratton engine for plenty of power.

Convenient lever gear shift gives you selection of six forward speeds and reverse instantly. Clutch and shift controls are located at the handles within easy reach.



Machined gears of carbon alloy steel, heat treated and hardened, are guaranteed for the life of the tractor. Proven in use on thousands of Simplicity tractors.

gardening habits...for good!



Simplicity

5 H.P. MODEL V

ONLY
\$298.00
F.O.B.
Factory,
attachments
extra.

All-gear transmission and reverse!
Dispensable power for large suburban lots and farms and an instant hit when introduced this year. Designed, built, tested and *proved* to stand up to the most arduous workout—and priced far below other 5 h.p. tractors without gear transmission or reverse.



Simplicity

2 H.P. MODEL L-1

ONLY
\$165.00
F.O.B.
Factory,
attachments
extra.

Proved leader in its field for years!
Built to Simplicity's high standards of performance and durability, with power to handle most yard and garden jobs—even on large estates—with all-season versatility for year 'round usefulness.



Simplicity

MODEL J

ONLY
\$105.00
F.O.B.
Factory,
attachments
extra.

Specially designed for the average home!

Here's "4-Job Power" to handle the four most irksome jobs in average-sized yards. Plows snow, mows lawns—with your choice of rotary or reel-type mower—cuts weeds and cultivates gardens with special rotary attachments.

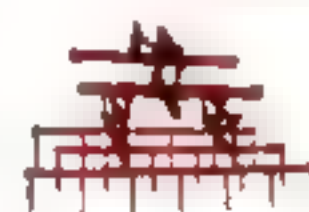
Now—For Every Yard, Garden and Farm . . . Low-Cost Labor Saving POWER the Year 'Round!

Only Simplicity has patented "Quick-Hitch" for less-than-a-minute implement changes!

Here's POWER that works instead of you . . . POWER you can use 52 weeks a year to save time and labor . . . POWER at such remarkably low cost that you can't afford to be without it! Use Simplicity to plow snow this winter. Use Simplicity next spring and summer to plow and cultivate your garden, mow the lawn, cut weeds. Use Simplicity *every* season to save yourself hundreds of hours—get more fun out of yard and garden work.



8- and 6-Disc Harrows—ideal for preparing seed beds and deep cultivating.



Spike Teeth Harrow—for leveling and breaking down plowed ground.



6-Disc Seeder—for uniform sowing of most seeds; also places fertilizer.



Front- or Rear-Hitch Rotary Tillers—for fast, effective mulch cultivating, furrowing or tilling.



18", 8" and 6 1/2" Plows—combine desirable features of larger plows, true line of draft assured.



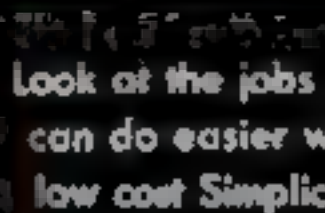
6-Shovel Cultivator—works astride or between rows, in varying soil conditions. Front or rear hitch.



30" and 24" Lawn Mowers—engine-driven cutting reel, independent clutch. Also available 59" Gang Mower.



30" Sickle Bar—4 to 5 acre per day capacity, separate speed settings for greatest efficiency.



26" and 28" Rotary Word Cutters—mow down tall grass, tough weeds or saplings, throw cuttings clear.



26" Brush and Log Saw—fells trees up to 16" diameter, operates vertically or horizontally.



42" and 30" Blade Snow Plows—keep walks and driveways clear, double as bulldozers. Angling blades.



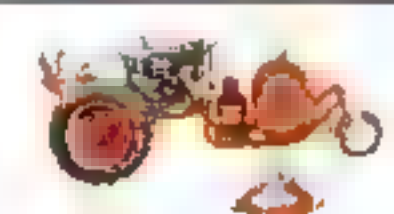
26" Rotary Snow Plow—throws snow to desired distance right or left, controls at handles. (Model V only)



Riding Sulky—ride while you mow the lawn, cut weeds or handle similar chores the easy way.



Power Take-Off—for auxiliary belt work in powering generators, compressors, elevators, mixers, etc.



Sprayer—delivers regulated air up to 100 lb. pressure, sprays paint, insecticide, operates air tools.

See America's No. 1 Garden Tractors at your Simplicity dealers (listed in the yellow pages of your telephone book) or Montgomery Ward. In Canada, sold exclusively by **T. EATON CO.**

Write for **FREE** illustrated catalog
SIMPLICITY MANUFACTURING CO.
5399 Spring Street
Port Washington, Wisconsin

WORLD'S LARGEST EXCLUSIVE PRODUCER OF GARDEN TRACTORS



DIGGING FOR RED EARS usually hidden under mass of yellow corn, eager huskers churn their

way through swathe 15 feet long, four wide and two deep. Standing behind are spectators ready to

jump down and do some digging, when red ears appear. Spectators make room by jumping up to get some kissing



SEDATE KISS in midst of husking hullabaloo is enjoyed by couple, each of whom holds a red ear.



STRENUOUS HOLD is applied by 65-year-old Ernest Hall, who kissed every girl he could catch.



SLOW KISS ends as man clutches hand of partner who clutches ear so no one can snatch it away.

Life Goes to A Church Cornhusking

GUESTS GET RED EARS AND KISSES

When the Congregational Church of Alfred, Maine (pop. 505) announced that it would hold a cornhusking bee in Axel Erlandson's barn, the word got around that the Rev. Russell Peery, who had borrowed 60 bushels of yellow corn from Farmer Harry Knight, had also obtained a bushel of red ears to mix in with it. By local rules the finder of a red ear is entitled to kiss anyone he or she fancies, and a whole bushel promised considerable kissing. Besides there was to be dancing and sweet cider for everybody who turned up.

The husking was set to start at 10 o'clock, but the guests couldn't keep away from the long row of golden corn (opposite page) laid out on the floor of the barn. Almost an hour

beforehand eager couples began drifting upstairs from the basement where the Rev. Mr. Peery was beating time for the dancers on his drums. Suddenly, before anybody could shout "Go," everybody was in the corn up to his elbows, and the kissing caught on like wild-fire as lucky huskers waving red ears pursued their quarry about the room and even out of doors.

These goings-on drew criticism from one guest who recalled, "In my day one red ear meant one kiss and that's all." But everybody else agreed it had been a fine get-together. The Congregational Church wound up \$300 ahead and Farmer Knight got his 60 bushels of corn husked for nothing. The bushel of red ears was never returned, but that was to be expected.



TEEN-AGE TECHNIQUE is wholeheartedly displayed by high school couple before amused friends.



A KISS FOR CAROLYN: During the corn husking, 16-year-old Carolyn Drown holds up a red ear



invitingly and dares boy, who had her cornered next to the refreshment tables, to kiss her. To the



delight of spectators he does (center), so thoroughly that Carolyn at last lets go of the red ear (right).

DOUBTS?

QUESTIONS?

TIMIDITY?



Why let anything keep you from Tampax . . . the modern, more comfortable sanitary protection?

Don't imagine that you're any different from the millions of women using Tampax regularly. You aren't! If you have the slightest doubt . . . if you are the least bit timid about trying this internally worn sanitary protection—just consider these facts:

Tampax was invented by a doctor, and is based upon the well-known principle of internal absorption. Because it is worn internally, you gain countless benefits. You get rid of that cumbersome belt-pin-pad harness—there is absolutely nothing to "show" beneath the closest-fitting dresses. It is extraordinarily comfortable—you can't even feel it once it's in place. Even the problem of odor no longer exists!

Tampax is made of compressed white surgical cotton . . . easy to insert, easy to dispose of, and so small that a month's supply fits in the purse. Available at drug and notion counters everywhere in 3 absorbencies: Regular, Super, Junior. Economy size gives average 4-months' supply. Look for Tampax Vendor in rest-rooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED LF-2-113-2
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Cornhusking CONTINUED

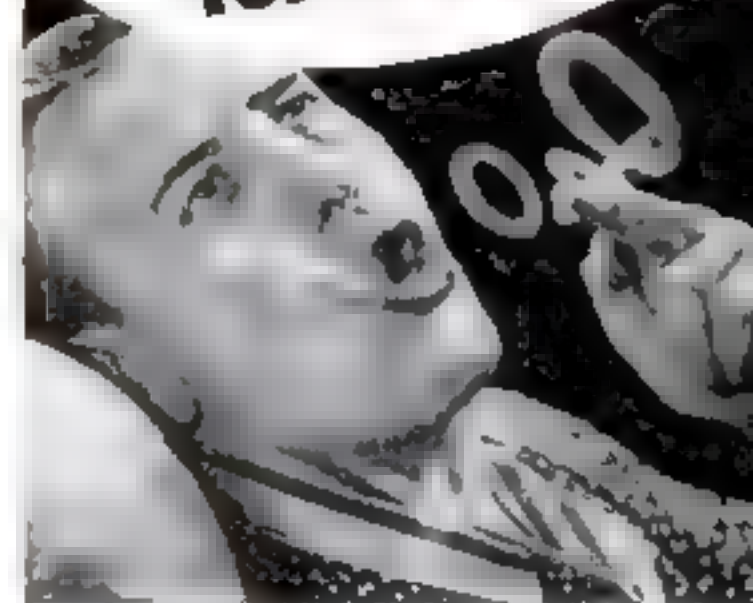


CIDER SAVER is paper cup attached to spigot by thrifty New Englanders to catch drop or two of cider normally wasted after each draft from barrel.



LAST DANCE to music from band in basement is enjoyed by couple shuffling contentedly around floor strewn with shuckings from 3,000 ears of corn.

**'Chap Stick'
for Dry Lips**



Smokers have them, indoor workers have them, early risers have them—most everyone has cracker-dry lips off and on. Licking them won't help, but 'CHAP STICK' will. Its soothing comfort is swift and lasting. That harsh dryness vanishes in a twinkling—your lips feel fit.

Keep famous 'Chap Stick' handy—the great little lip reparative for chapped, cracked, parched lips. Buy a personalized* 'Chap Stick.' Pocket size, easy to apply—specially medicated, and the only antiseptic lip balm.



ALL HANDS THAT WORK
need

Chap-ans

The hand cream made for men

PERFECTING EXTRA SOOTHING AND
SEPTIC. QUICK TO HEAL CRACKS,
CRACKED, WORK-WORN HANDS.

In general men's stores. At drugstores.

CHAP STICK CO., LYNCHBURG, VA.



Own a cat?

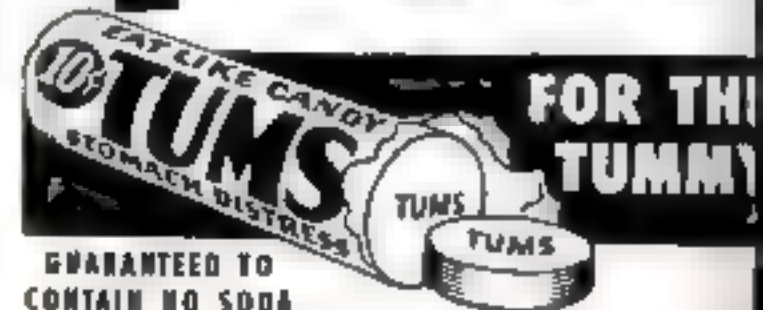


**Puss 'n Boots
Cat Food**

For better health, sleek coat, bright eyes, your cat needs the LIFE BALANCE in WHOLE FISH Puss 'n Boots Cat Food. It's made from whole fish. At your dealer's in two sizes.

**FAVORITE FOODS
SOUR YOUR TUMMY?**

Sweeten it fast with



GUARANTEED TO
CONTAIN NO SODA

Say what you mean

If you have anything to say, I think the best way to express yourself is to say just what you mean.

Here at Chicago Natural History Museum, we don't have a curator of ornithology. We have a curator of birds. We have no curators of paleontology. They are curators of fossils. We don't want to confuse people, but to clarify things for them.

This same striving for simple clarity of presentation is what I like most about LIFE.

For instance, take polar exploration, a particular interest of mine. I recall LIFE's pictures of the midnight sun. These twenty-four vivid color photographs showing the Arctic sun around the clock explained this phenomenon more clearly than anything else could.

Back in 1928, our museum sent Theodore and Kermit Roosevelt into Asia. They brought back the first complete skeleton of the rare giant

panda, and we became the headquarters for panda lore.

Then in one of its first issues in 1936, LIFE published pictures of Su-Lin, the first live baby giant panda brought to America. There were more LIFE pictures as Su-Lin grew up, and the country became first panda conscious and then panda crazy. After her death, which LIFE faithfully recorded, dissection of the body at the Museum revealed that "she" was a male. The mounted specimen of Su-Lin is one of our most popular exhibits even today.

Man is an animal. He can understand himself a lot better if he knows how animal life had to adapt itself to its environment to survive in past ages. But the secrets of nature brought to light by the explorers and investigators of our museums are of use only to scholars, unless they are effectively translated for all humanity to enjoy.

LIFE does this sort of job superbly. All its scientific material, like the current series on "The World We Live In," presents nature accurately, dramatically, and in a clear way anyone can understand.

By **CLIFFORD GREGG**, Director, Chicago Natural History Museum





BUBBLES AND THE BABY

In her almost wordless world, surrounded by family friends and parents eager to keep her well fed, suitably burped and reasonably content, 9-month-old Janet still has had much to put up with. Recently her father, an English writer named Leslie Stringer, and a London photographer, Tom Lyons, decided to

photograph Janet as a happy child and at the same time prove babies can be amused by cheap toys as easily as by expensive ones. Thereupon, as Lyons stood by with equipment ready, Janet's father blew soap bubbles at Janet, who drooling and willing, did her best to blow them away as they fell across her face.



HALLOWEEN COSTUME PARTY, painted especially for Ballantine by Frederick Siebel

Jack O'Lanterns burning bright...

Grownups turn for fun tonight.

Friends and neighbors are gathered here
For games and snacks and nice cold beer.

It's Ballantine Beer we love the best,
Because it meets the "icebox test."

Ice this deep-brewed beer cold as you will
It brims with flavor chill can't kill!



BALLANTINE BEER

— with the Flavor that chill can't kill!



P. Ballantine & Sons, Newark, N. J.



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Why does
MAUREEN O'SULLIVAN
always say:
"CAMELS, Please!"

"I know what I want
in a cigarette...and Camels
have it! To me nothing
compares with Camels for
mild, enjoyable smoking.
Why don't you try them?"

Maureen O'Sullivan
HOLLYWOOD MOVIE STAR

Lovely Maureen O'Sullivan, who has twice resumed
a movie career (time out for seven children!),
is one of the many Hollywood stars who
prefer Camels, America's most popular cigarette!

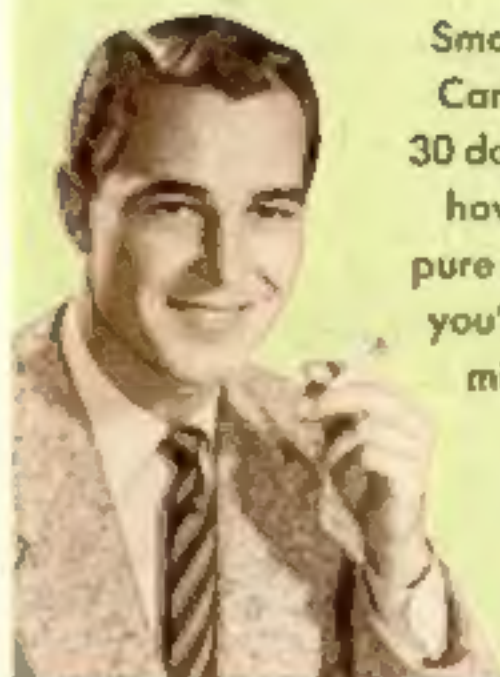


CAMEL:

America's First Choice for Flavor, Mildness – Pure Pleasure

Here's what this means to you:

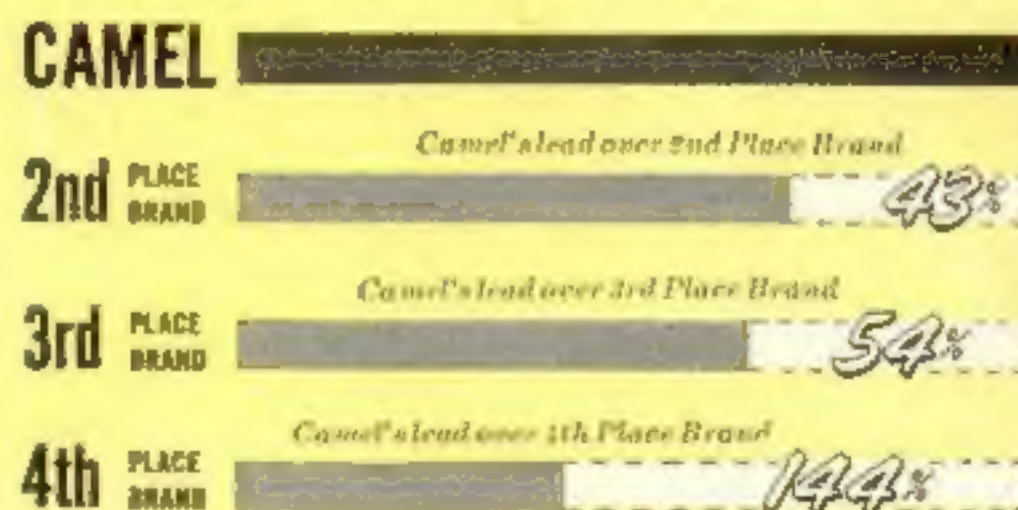
Figure it for yourself! When so many smokers
like *you* prefer Camels, you know Camels *must*
suit them *better*... give them more of what they
want in a cigarette! Just try Camels' cool
mildness and rich flavor, derived from Camels'
costly tobaccos. You'll soon see why more people
enjoy Camels than any other brand!



Smoke only
Camels for
30 days — see
how much
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you've been
missing!

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LATEST PUBLISHED FIGURES* SHOW
CAMELS FAR AHEAD OF EVERY OTHER BRAND!



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